

# National

## CLEANER AND DYER

First in  
The Drycleaning  
Industry  
Since 1910

NOVEMBER  
1957



Bridge over harbor at Sydney, Australia, symbolizes close bond between United States and the Australasian countries. Watch for a complete report on drycleaning in New Zealand and Australia in the next issue. See page 4

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*when using detergents to remove soluble stains*



—use

**HYFLO**

**...it always maintains  
detergent  
concentrations**

J-M HYFLO\* removes all insoluble soil, but, unlike sweeteners, it never removes active detergent. Rely on "the charge" to reduce your spotting time while relying on Hyflo not to reduce your detergent concentration.

The correct precoat plus the addition of Hyflo to every washer load will help you protect your filter screen, operate at lower pressures and lengthen your cycles. Hyflo is the original high-speed filter powder that makes solvent recovery almost automatic with any type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16. In Canada, Port Credit, Ontario.

\*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder  
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



**Johns-Manville**  
**HYFLO**



**the filter powder for charged system cleaning**

**NEW!** a DAVIES-YOUNG synthetic detergent that  
**PUTS THE DRY BACK IN DRY CLEANING!**

# BUCKEYE CODE 166

- **MADE ESPECIALLY FOR SYNTHETIC (SOLVENT) PLANTS**—results in the "Lint-Free Cling-Free" Dry Cleaning Process!
- Makes possible high water-soluble soil removal **WITHOUT ADDITIONAL MOISTURE**. (Moisture can be added, but is not necessary for high-water-soluble soil removal.)

The value of an effective charge system has long been demonstrated to the industry. The next step was to create a detergent for synthetic plants that would also improve the all-important job of **REMOVING SOIL** (more of it, more quickly, and more easily than ever before). Now, with new Buckeye Code 166, the search is ended: **DIRT GIVES UP AND GETS OUT—SO DOES STATIC!**

- **FINISHING IS FASTER AND EASIER . . . MORE ECONOMICAL**
- **WET CLEANING OUTMODED**
- **OUTSTANDING SOIL REMOVAL**
- **NO SHRINKAGE PROBLEM**
- **NO WRINKLING**
- **NO LINTING**
- **NO CLINGING**
- **SPOTTING MINIMIZED**

Embodied in new Buckeye Code 166 are all of the Buckeye-developed anti-static properties of which plants have so profitably taken advantage. Plant-tested properties that drastically reduce spotting and wet cleaning. Amazing safety in handling all fabrics and colors.

## Act Now!

Prove to yourself these outstanding features of Buckeye Code 166! Contact your local Buckeye Distributor or The Davies-Young Soap Company and a Buckeye Representative will contact you!

\*Trademark of the Davies-Young Soap Company.  
(U.S. Pat. No. 2729576; Canadian Pat. No. 528758; other patents pending.)

Producers of Quality Products for the  
Dry Cleaning Industry Since 1844.

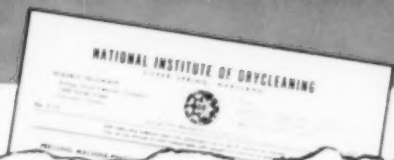




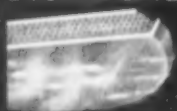
NOW AVAILABLE—AFTER 2 YEARS TESTING

# CUSHNTOP BUK-

PERMANENTLY-RESILIENT, ALWAYS-FLEXIBLE SURFACE  
LETS THE BUCK ADD TO FINISHING . . . MAKES PRESSES



**Fabric-Safe**  
DOUBLEPLATE



BUILT-IN CONDITIONER  
AND DIFFUSER  
FOR STEAM

**PROVED**  
on 60,000 PRESSES!

NO "HOT" AND "COLD" AREAS  
uniform heat and moisture  
conditions every fiber of every  
fabric equally . . . none too  
dry or too wet!

FASTEST WRINKLE REMOVAL  
AND SHARPEST CREASING  
proper temperature and moisture  
for easiest shaping and  
setting of every lay!

TRUE TEXTURE FINISHING  
"Cat-Tongue" surface lasts as long  
as the plate itself . . . lifts fibers  
keeps nap lively and natural!

SAFETY FOR ALL FABRICS  
Temperature cool enough to  
prevent damage to heat-  
sensitive synthetics . . . hot  
enough to avoid water spotting!

NOTHING  
CAN EQUAL  
**Fabric-Safe**  
FOR SPEED, SAFETY,  
ECONOMY AND  
QUALITY OF  
GARMENT  
FINISHING

GET 10%  
**MORE PRODUCTION!**  
EQUIP ALL YOUR  
PRESSES WITH  
**Fabric-Safe**

**ENDS  
STEAM  
MARKS**

Inner plate blocks  
jets from head . . .  
spreads the steam  
evenly and safely

**STOPS  
MOIRE**

Outer plate's sur-  
face is textured to  
prevent any way  
marks or streaking

**CUTS  
SHINE**

Inner plate lowers  
heat to stop glare;  
outer plate breaks  
up light reflection

**Fabric-Safe SIZES TO FIT**  
ALL MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 28" to 45", including Hoffman CO-5 Panorex 41, Prox 403 \$2995  
Mushroom sizes, including Hoffman W-1, Panorex 1900, Prosperity 318 \$2195  
Large sizes (over 45") and Toppers \$3895

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NEW NID BULLETIN  
GIVES FULL REPORT  
OF LONG RESEARCH  
IN PRESS FINISHING

**Fellowship Study Analyzes  
Results of Finishing with  
Fabric-Safe and CushnTop**

The Research Department of the National  
Institute of Drycleaning devoted many weeks  
to studying every phase of press finishing,  
including the effects of steam, pressure, tem-  
perature and moisture on pressing quality.

A panel of 6 judges, looking for comparative  
"shine," examined 40 coded sets of various  
fabrics which had been pressed with a mul-  
tiple-thickness crease by three different com-  
binations of pressplates and buck coverings.  
Of the fabrics judged "best," 94% were  
pressed with Fabric-Safe Doubleplate and  
CushnTop Buk Cover and Buk Pad.

Send for your free copy

**YOU NEED BOTH**  
**FABRIC-SAFE and CUSHNTOP**  
For The Head For The Buck

**THE PERFECT PAIR FOR  
PERFECT FINISHING**

PRINTED IN U.S.A.



**BISHOP DAVID**



—THE NEWEST and GREATEST FINISHING DEVELOPMENT

# COVER & BUK-PAD

THAT "HUGS" THE FABRIC

—AND PRESSING—TWICE AS GOOD

COMPLETELY NEW!  
TOTALLY DIFFERENT!

NEVER BEFORE  
ANYTHING LIKE IT!

NEW CUSHIONY-SOFT  
HEAT RESISTANT PADDING  
NEVER SHIFTS—NEVER LUMPS

NEVER LOSES  
ITS RESILIENCY  
NEVER LOSES ITS SHAPE

F-L-E-X-I-B-L-E  
SURFACE CONFORMS TO  
PRESSING  
CONDITIONS

SPEEDS PRESSING  
BOTH BUCK-STEAM AND  
VACUUM ARE FASTER, BETTER

PATENT APPLIED FOR

GIVES BUTTONS  
AND SEAMS  
A PLACE TO GO

FINISHES  
UNDER SIDE  
WITH NO SHINE  
... NO MOIRE

TAKES THE SHOCK  
OUT OF PRESSING...  
FOR MORE FINISHING  
WITH LESS EFFORT

STOPS  
GLAZED SEAM  
IMPRESSIONS

## CUSHNTOP BUK-PAD & BUK-COVER SETS TO FIT ALL "UTILITY" PRESSES

MODEL 18—20 Mushroom or "Topper" \$ 9.95 per set

MODEL 38—41—42—45 Utilities \$18.95 per set

MODEL 43—48 "Legger," and 47—52 Utility \$24.95 per set

Special sizes made to order

**FREEMAN CO.**

MFRS. EVANSTON, ILLINOIS, U. S. A.

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NOVEMBER, 1957

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## Orchids to Art

The photo above, taken at Honolulu airport, shows our editor greeting the pilot of the Quantas plane that was to take him on a five weeks mission to Australia and New Zealand. The journey was a dual mission—to bring our friends Down Under up to date on drycleaning here, and to act as our industry's good will ambassador.

Now, as this is being written, he's on his way back, both missions accomplished. Or so we gather from the letters to the office he's managed to squeeze into 20-hour days.

In his first role, Art's made so many speeches that the tourist guides in New Zealand are all confused—the hot geysers for which their scenery is noted seem to have mysteriously multiplied. As to the second, Art's too modest to say, but we can judge from the royal reception he reports getting—more than living up to the reputation of that part of the world for hearty hospitality.

In forthcoming issues Art will tell you about his experiences, about what he saw that will be of interest to our readers. We must warn you, however, that he may be bashing your ears with the blasted Austrilian language, of which he has caught a bad case.

All the same, all of us here at NATIONAL CLEANER & DYER are proud of our editor, and appreciative of the more than generous way he has been received. We're printing this picture of our boy wreathed in orchids because we think the bloody bloke deserves them.—Gladys Ferr

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address: The Editor  
NATIONAL CLEANER & DYER  
305 East 45th Street, New York 17, N. Y.

# STREAKS-SWALES-RINGS

**eliminated completely  
by the 2-Bath Method**

All charged systems build up with non-volatile impurities which include fatty acids, cholesterol, mineral oil and grease.

When left in the garments these non-volatile impurities result in streaks, swales and spotting rings.

The various types of activated carbon used by drycleaners serve well in controlling the color of the used charge, but are not capable of removing all of the non-volatile impurities which result in streaks, swales and spotting rings.

Distillation completely removes all of these objectionable impurities, but also removes all of the

active detergent in the charge. This places a prohibitive detergent cost on the frequent distillation of charged solvent.

This problem has been solved in over 5000 leading plants by distilling a separate rinse bath instead of the charged bath.


Garments cleaned in this 2-Bath Method are dried after having been rinsed free of excess non-volatile matter. There can be no streaks, swales or spotting rings. And by distilling the rinse solvent instead of the charged solvent, detergent costs are held to a minimum.



#### CHOLESTEROL-FATTY ACIDS-MINERAL OIL-GREASE

This photograph shows one of STREET'S chemists while conducting a routine analysis of charged solvent. Samples of charge taken from hundreds of plants of all types had this in common: all were contaminated with soluble impurities of the types named above. Regardless of the type or brand of detergent, and regardless of whether it was used in 1, 2 or 4%, the charged solvent built up with these non-volatile impurities which could not be removed in a practical, commercial operation without removing the active ingredient. Anyone observing the results of these tests would readily recognize the advantage in distilling a separate purified rinse, as practiced so successfully in the 2-Bath Method.

*For complete service on the 2-Bath Method with Conductivity Control,  
enlist the aid of one of Street's 50 highly trained technicians.  
Write to R. R. Street & Co. Inc., 561 W. Monroe Street, Chicago 6, Illinois.*



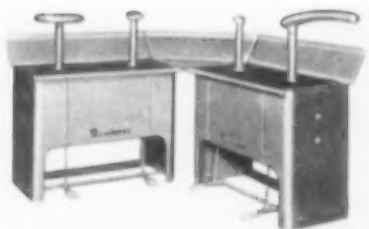
**"MANITOWOC**  
is the key to  
greater volume,  
quality,  
and lower  
operating costs..."

*Says Charles Kersten, Supt.  
Merrell's Cleaners, Elgin, Ill.*

- Re-runs below 1% of total volume.
- Less than 8 hours downtime in 3 years.
- 20% cheaper to run than other units used.
- Finer quality cleaning with no solvent contamination.

"Our Manitowoc 2-bath Perchlor machine combines, more successfully than any other we have seen, the factors of economical operation and consistent production of quality cleaning," Mr. Kersten said recently. "Along with a 30% to 40% business increase over the past year, our Manitowoc dry cleaning unit has been an essential factor in maintaining our profit margin. We have a weekly volume in excess of \$2000 from our operations. The better cleaning, lower maintenance, pared costs and reduced re-runs we realize with Manitowoc are the key to our need for greater volume, better quality and lower operating costs." Why not see for yourself how Manitowoc cleaning units are increasing volume and profits for wide awake cleaners in hundreds of locations. There's a Manitowoc to fit every plant . . . every budget. Choose from Perchlor or Petroleum, 2-bath or single-bath. Check with your jobber today and discover how easily you can put a Manitowoc in your plant right now!

## MANITOWOC DELUXE FINISHING EQUIPMENT



COMBINATION PUFF SETS

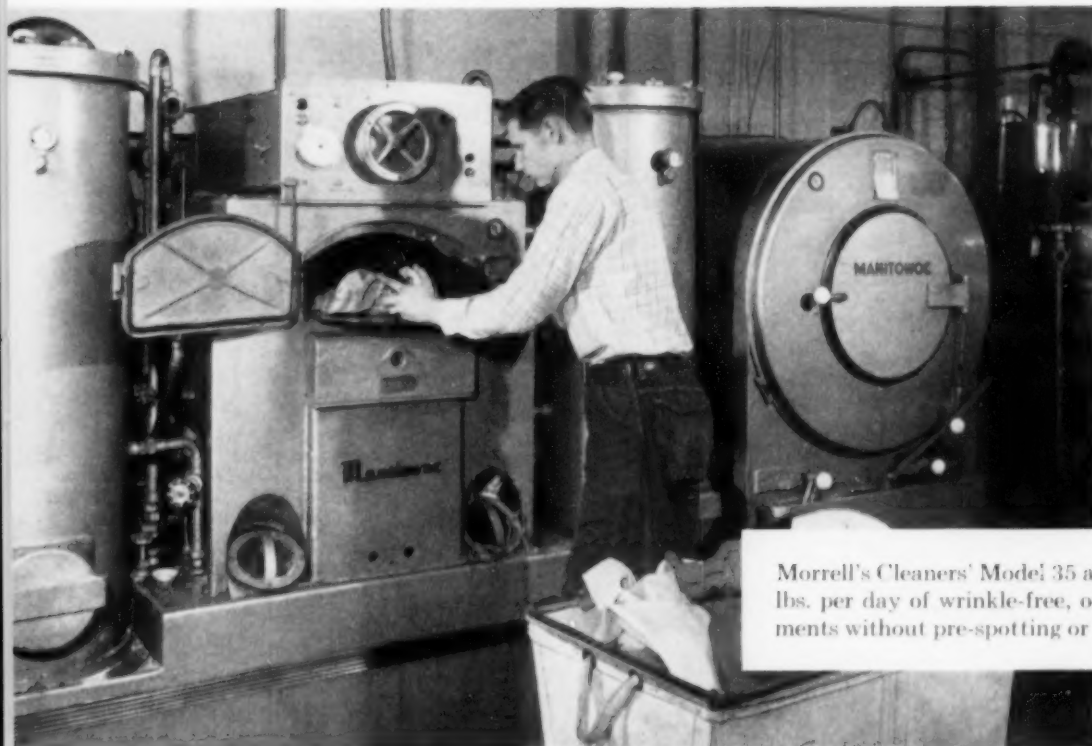
Go Manitowoc *all* the way with the most modern line of fine spotting and finishing equipment available. These low cost, quality units include spotting guns, finishing boards, separate or combination puff sets, fabric head topper, triple fabric head finisher, automatic form finisher, utility and mushroom dry cleaning presses.



SPOTTING BOARD

NATIONAL CLEANER & DYER





Morrell's Cleaners' Model 35 averages 800 lbs. per day of wrinkle-free, odorless garments without pre-spotting or re-running!

**RE-RUNS REDUCED FROM 5% TO LESS THAN 1%** with the Manitowoc 2-bath. Solvent reclamation is excellent and maintenance costs reduced.

**OVER THREE YEAR'S OPERATION . . . LESS THAN ONE DAY'S DOWNTIME.** Even a steady grind of day-in-day-out operation eight hours a day failed to stop the Manitowoc. It takes topnotch engineering to produce rugged dependability like this!

**NO SOLVENT CONTAMINATION WITH DIVERTI-FLO** solvent control. Wash and rinse solvents cannot mix accidentally . . . there's no streaked garments

or expensive re-runs resulting from a soap-tinged rinse solution.

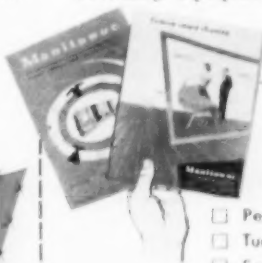
**NO PRE-SPOTTING WITH MANITOWOC-OLSON FILTERS** because the solvents are constantly re-circulated through dozens of the finest monel metal tubes. Rinse solvent stays pure . . . the soapicide is thoroughly filtered without losing its ability to hold soap.

**HIGHLY EFFICIENT RECOVERY TUMBLER** extracts the last possible bit of solvent . . . practically eliminates the need for a muck cooker or other supplementary equipment for solvent reclamation.

**Manitowoc**  
A Complete Line of  
DRY CLEANING and  
FINISHING SYSTEMS



*Perchlor  
140°F-105°F*



**MAIL COUPON NOW  
FOR FREE CATALOGS**

MANITOWOC ENGINEERING CORP.,  
Dept. MRS- 2 Manitowoc, Wis.

- ☐ Perchlor ☐ Petroleum Dry Cleaning Systems  
☐ Tumblers ☐ Stills ☐ Filters  
☐ Spotting and Finishing Systems

Name \_\_\_\_\_ Company \_\_\_\_\_

Weekly Volume Of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

DC 4

## NEW PRODUCTS

## AND LITERATURE

### Manual Packaging Machine



With the new manual packaging machine by Poly-Mat Manufacturing Company, any length bag can be made from a one-size roll of polyethylene. Light pressure on the actuator bar brings the polyethylene in contact with the safety recessed wire elements to cut and seal the bag. A static bar automatically ensures that the bottom of the next bag remains open, instantly ready for use.

Individual thermostatic controls for sealing and cutting can be adjusted to the proper temperature. These controls, with the on-off switch and signal light, are on an accessible instrument panel. The telescopic hanger bar is easily adjusted to the proper height for each garment and for the operator's convenience. A wire rack at the foot of the machine keeps longer garments from contact with the floor.

All parts of the bagger which are subject to heat or condensation are cadmium-plated.

Complete details may be had from Poly-Mat Manufacturing Company, 1166 Weston Rd., Toronto, Ontario, Canada.

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

### Forse Describes New Units

Forse gives pertinent information on its new Clothes-A-Clean combination washer-extractor in a new four-page circular and on the Clothes-A-Clean rinsing extractor in another booklet.

The washer-extractor is a 14-pound machine which features triple-head spray rinse, variable speed extractor and fiber-glass construction. With the new rinsing extractor, dumping, spinning and rinsing cycles are eliminated on 9- to 75-pound washers.

For copies of these two circulars write to Forse Corporation, P. O. Box 639, Anderson, Ind.

### New Prespotter Developed



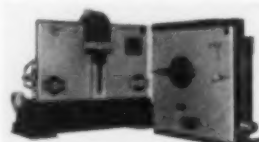
The Wallerstein Company, Inc., 180 Madison Ave., New York, N. Y., has announced the development of Pregest, a new prespotter. The new product is a synthetic prespotter and leveling agent, free of fatty acids. It assures faster, easier removal of stains and soil, according to its producers. Pregest will not affect charged-system solvents, build filter pressure or cause foaming of solvent in any dry-cleaning system, it is stated.

According to the Wallerstein Company, Pregest picks up and absorbs a large quantity of moisture. It can be used for leveling heavily sized fabrics without formation of rings. Its use to level out moisture areas is said to prevent the formation of breaks and wrinkles on returns. Soluble in all types of chlorinated or petroleum solvents, Pregest forms a stable emulsion when combined with water.

The manufacturer reports

that the prespotter will not leave an odor, is safe to use on all fabrics and most colors, that it will not deluster fabric, that it can be left in garments for hours without danger and rinses out completely in any drycleaning solvent.

### Roomy Cylinder in Vic Unit



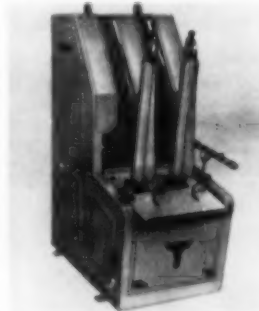
Vic Manufacturing Co. has designed a new 50-pound dry-cleaning machine with a larger cylinder. Called the Komet, the unit features automatic operation, a vibration-proof spring mounting that permits immediate installation on upper floors, and split tank construction.

The Komet also offers an optional 3,000-gallon tubular filter, also available in other sizes, and a level control that is said to wash heavily soiled articles at one level and lightly soiled articles at another.

The new machine is also said to provide high solvent mileage.

For additional information write to Vic Manufacturing Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

### New Unit Measures Sleeves



The newly developed Unipress Model MSA Double Sleever with measuring device measures the length of the sleeve from cuff to shoulder seam and automatically presses both sleeves in one lay. The operator makes the lay on the Double Sleever and, by moving the handle, places the light of the

measuring device at the desired length to be finished. This regulates the area to be pressed, between the cuff and shoulder seam.

Model MSA Double Sleever is equipped with expanding wings and large pressing heads to speed the drying and pressing time. Automatic clamp releases are additional time savers. The unit is available in seven colors.

Complete information may be obtained from the Unipress Company, 2800 Lyndale Ave., S., Minneapolis, Minn.

### Garment Bag Has Gussets



This new Quik-Pac Garment Bag, featuring a gusset on either side, was recently introduced by Gaylord Container Corporation Division of Crown Zellerbach Corporation.

This garment bag is designed to eliminate crushed or creased coat sleeves caused by tight-fitting bags. When the Quik-Pac is slipped over a suit, the gussets open out. Since there is no knife-edge seam on the sides of the Quik-Pac, the sleeves are not likely to be creased or crushed. The garment bag is also said to increase the ease and speed of loading.

For additional details write to Gaylord Container Corporation, 111 N. Fourth St., St. Louis 2, Mo.

### Arrow Machine Covers

Arrow Manufacturing Company is manufacturing and marketing a line of textile covers for drycleaning pressing machines, called the Prestex. The first Prestex cover will be made of Asbestall fabric.

The cover is being made extra large to fit over Arrow sponge pads and all other types

**DEODORIZED  
APCO 125 STOPS  
ODOR COMPLAINTS,  
CUTS SHRINKAGE  
AND FADING!**

Deodorized Apco 125 always dries without residual odor. This permits tumbling time to be cut in half and heat reduced to a minimum, which tends to reduce shrinkage and color bleeding. Ask your APCO solvent man for full details!



**PRODUCERS • REFINERS**

**ANDERSON-PRICHARD** *Oil Corporation*

OKLAHOMA CITY, OKLA.

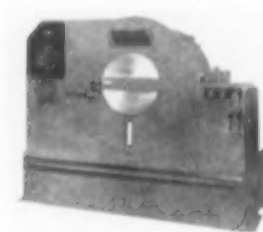
BRANCH OFFICES IN ALL PRINCIPAL CITIES

of padding. It is made with a 400-pound-test nylon draw cord. The cover has a special weave finish so the press lays can be made with greater ease, yet the garments will not slide off the back of the press.

The covers allow a free flow of steam and air. Because of the heat-resistant material used in the covers, they are said to give long wear. The Prestex covers are made in sizes to fit all drycleaning pressing machines.

For additional information write to Arrow Manufacturing Company, Inc., 2924 Terrace St., Kansas City 41, Mo.

#### Washex Petroleum Unit



A new packaged unit for cleaning 45-pound loads with petroleum solvent has been introduced by Washex Machinery Corp. The new unit, designated as the P-45 Washex, is especially designed for the small plantowner, according to Steven Landin, the firm's general manager.

The P-45 has an open-pocket, reversing cylinder which can be loaded as easily as a tumbler. It is not necessary to divide or weigh loads for balance during extraction.

Another advantage offered by the P-45 is fully automatic, single- or two-bath operation. "Autocycle" control takes over the whole cleaning cycle, freeing the operator for other work in the cleaning room.

Other features include V-belt drive, two compartment tank with twin pumps, and a built-in tank scraper to dislodge sludge deposits.

Complete information on the P-45 Washex may be obtained

from Washex Machinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

#### 1958 Chevrolet Trucks



Chevrolet has presented an expanded line of trucks with a number of improvements.

One of the models highlighted is the 1958 Chevrolet Apache light-duty panel delivery truck. Styling includes four headlamps, redesigned hood and fenders and also a new grille and parking lamp assembly. It is powered by a six-cylinder engine rated at 145 hp. A 160 hp V-8 is available as an option. An economy 3.7:1 rear axle ratio may also be had.

The Apache light-duty models are available in gross vehicle weight ratings up to 9,600 pounds, and are produced in six different wheelbases.

For further information write to Chevrolet Motor Division, General Motors Bldg., Detroit 2, Mich.

#### High-Production Bagger



Poly Bag's, a recently announced machine used to form plastic garment bags, is said to bag 250 garments per hour. William W. Thompson, sales manager of the Sanitex Sales Corporation, a new Clorox subsidiary, states that the unit comes with four 1,000-yard rolls of polyethylene and can easily be adjusted to height for any operator. Another feature is its ability to handle two bag widths simultaneously.

For further information write to Sanitex Sales Corporation, Clorox Square, Cincinnati 14, Ohio.

#### Mercury Introduces Built-In Recovery Unit

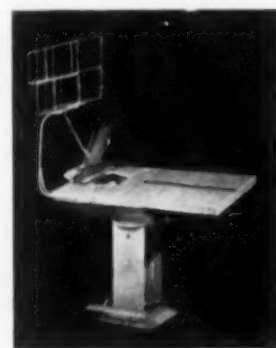
Solvent recovery of 2 to 4 gallons of perchlor per daily backwash, minimum steam consumption and no interference with cleaning operation are among the advantages claimed for the new built-in muck recovery unit by Mercury. These units can be fitted into the circulatory system of Mercury Perchlor units and/or onto all separate Mercury Monel tubular filters.

Filter sludge is transferred from the Monel tubular filter to the attached muck recovery

unit by quick-opening valves. This eliminates the necessity of cleaning the filter. The firm states that keeping the tubular solvent filter free of sludge results in efficient low filter pressure with maximum circulation of solvent. The Muck Recovery Unit is offered as optional equipment, in addition to the still and tubular filter furnished in all Mercury Perchlor units.

For complete information write to Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.

#### Two-Position Shirt Folder



Bishop David Freeman Co. is now offering a two-position shirt folder, designed for operation as either a side-fold or a front-fold table.

"It assures every shirt-folding operator the type of table she was taught to use and at which she is most productive," states David A. Freeman, president of the firm.

The convertible folder has a two-piece hinged top, rotatably mounted at a tilt on a sturdy pedestal. In side-fold position, the two pieces of the top form an extended unbroken surface of conventional dimensions. Changing to front-fold position is accomplished quickly and easily, according to the maker.

Other features include all-steel construction, slip-resistant crinkle finish, an extra-wide treadle to actuate either a foot-operated or air-powered collar mold, contrasting-color strip and X-ray guide light in the table top to expedite centering of shirts, and height adjustment for maximum operator facility and comfort.

Standard equipment on the unit includes the Bishop Layback Collar Former and the SpeedMatic Folding Arms. However, the combination table may be obtained with conventional stand-up collar mold and without SpeedMatic Arms.



A special two-section supply shelf to mount directly above the folding blade is available as extra equipment.

For complete details write to Bishop David Freeman Co., 1600 Foster Ave., Evanston, Ill.

#### Norjac Offers Press Pad and Cover



Norjac Foam & Fabric has introduced a new Blue Ribbon combination press pad and cover. The four-part unit consists of a detachable Asbestall cover over 3/4-inch Firestone Foamex. The insulation is 2 inches of Ultrilite fiber glass with a heavy asbestos base cloth. The Blue Ribbon press pad comes in a complete range of sizes to fit all drycleaning presses, the maker announces.

Additional information may be obtained by writing to Norjac Foam & Fabric, 819 N. W. 23rd St., Oklahoma City, Okla.

Continued on page 108

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

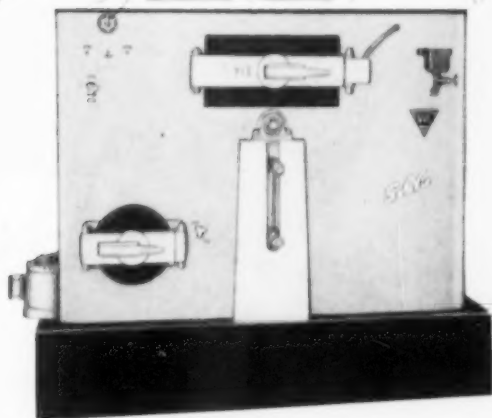




*doubly good!*

## VIC'S SOL VIC

*for either  
petroleum or 140°F  
solvent operation*



### STANDARD EQUIPMENT

Large 30 x 22 cylinder  
Large 1500 gph filter  
Built-in timer  
Choice of tubular filter or Vic Self-Cleaning Filter

Two wonderful machines rolled into one—that's Vic's Sol Vic, designed for use with either petroleum (explosive proof) or 140°F solvents! (UL approved) It's fast, it's modern, and it starts you on the road to making money the minute you install it. And here's another way you'll accelerate your profits—you'll automatically get Vic's FREE assistance in setting up a streamlined advertising program, accounting system, and production-and-marking routine as and when you want them. Send for our Sol Vic Booklet now!

*Vic's Sol Vic is a  
Modern Sensation*

*It's a Washer and  
Extractor Combination*

*Available with  
One or Two Bath Systems*

*See Your Jobber  
and Investigate!*

THERE'S MORE INFORMATION ON THE  
VIC SOLVIC—Write Dept. NN-283



*dedicated to helping  
your business grow*

**MANUFACTURING COMPANY**

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

SALES AND SERVICE IN ALL PRINCIPAL CITIES

## QUESTIONS and ANSWERS

### Color Loss on Acetate

This pair of green trousers is discolored or scorched on the leg. You will notice that the stain ends right at the crease, which would seem to indicate that the trousers were pressed at home with a hand iron. What actually caused the damage?—C. C., New Jersey

The damage on this pair of trousers is due to a loss of color in the acetate

yarns of the fabric. This is a very common damage and one that has not yet been fully explained. It occurs only on acetate yarns, and the fact that it tends to follow exactly the crease marks would indicate that the heat of the finishing process has had some bearing on the damage. However, the last crease placed in the garment seldom shows this loss of color which means that it is not merely the

heat from finishing that causes it, but that other factors also enter in.

The dyestuff (acetate) tends to bleed on the acid side. As a result this damage is most pronounced in areas subjected to perspiration. In addition, the heat necessary in finishing tends to loosen this dyestuff, and if an acid condition is present, this loosening is more aggravated. Thus, the next time the garment is cleaned this loosened dyestuff is literally flushed from the fabric, and the loss of color shows up.

Although this condition shows up when the garment is cleaned, we feel that it is a failing of the dyestuff rather than the processing.

Redyeing is the only means of restoration.

### Abrasive Damage

Can you explain why the sleeve of this lady's jacket came apart after cleaning? The rest of the suit and other clothes processed at the same time were not damaged.—B. C., Illinois

From our study we are of the opinion that this damage has been the result of abrasion rather than any chemical source.

It appears that the sleeve of this garment has either flopped out of the extractor basket during extraction, rubbing against the sides of the extractor, or the sleeve has been caught between the cylinder of the washer or tumbler and the shell of those machines. In any event, the damage has been caused by some abrasion in an accidental manner.

### Acid Deterioration

Holes appeared in this green figured dress after drycleaning. Can you explain why?—S. L. I., New York

Our examination shows that the holes have been caused by an acid condition that has resulted in a deterioration of the cotton yarns. This acid condition has, no doubt, been present in the garment for some time. This prolonged exposure to the acid caused a severe loss of tensile strength. Therefore, when the garment was exposed to the mechanical action necessary in the cleaning process, the damaged fabric fell out.

The holes seem to be confined chiefly to the green print in the fabric.

*Continued on page 16*



SPRAY *Signal* ANTI-LINT!  
**END LINTING  
 PROBLEMS!**

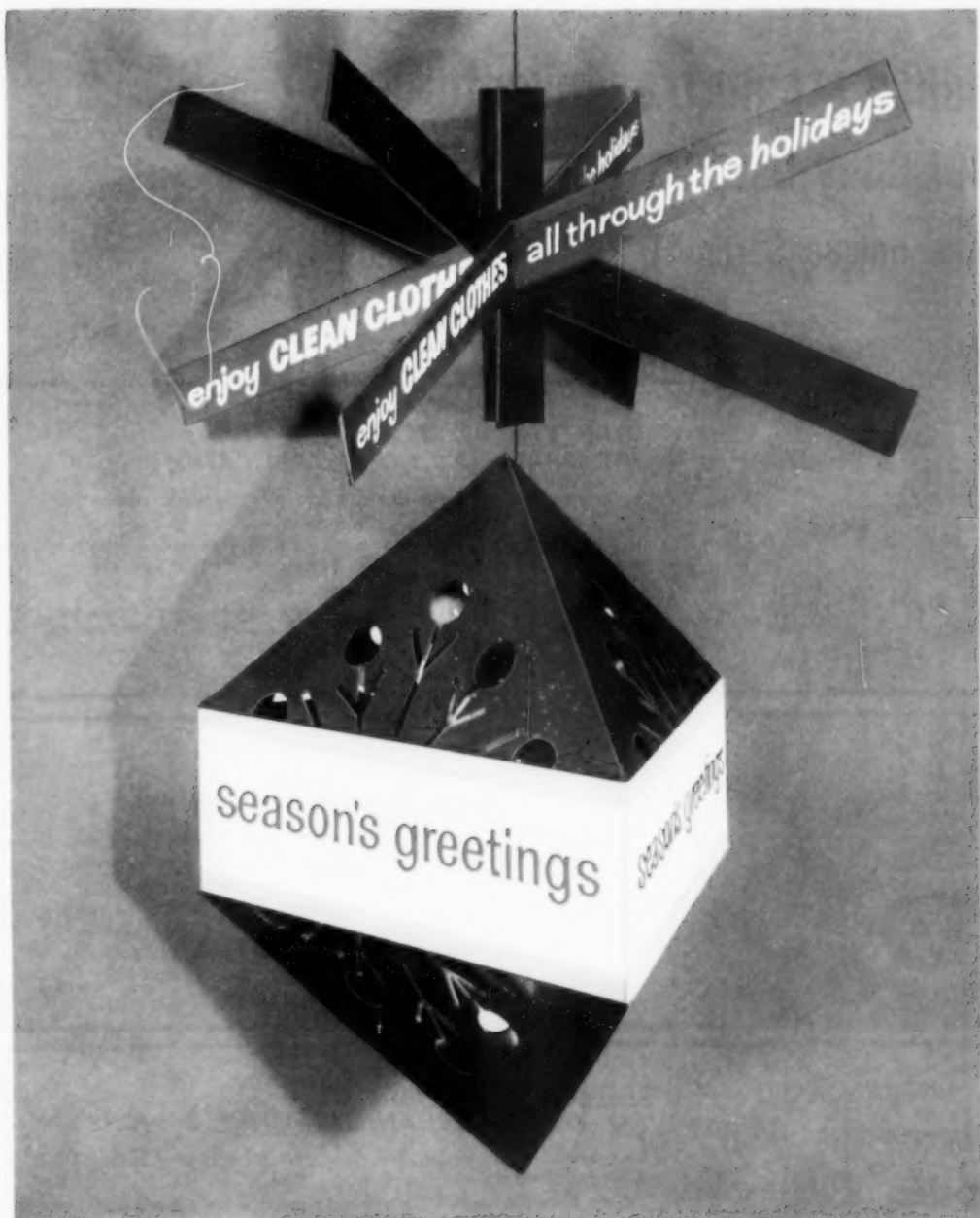
Merely spray on top of the load before drying and eliminate brushing and vacuuming of linted articles . . . at less than 1/2¢ per 100 pounds. Also stops synthetics from sticking and creeping . . . minimizes classification of clothes.

FREE SPRAYER WITH EVERY 6 BOTTLE CARTON  
 WRITE TODAY FOR FREE SAMPLE BOTTLE (30 day supply)

*Signal* chemical mfg. company  
 5020 Richmond Rd., Bedford, Ohio

Contact your nearest jobber or write

# HOLIDAY BONUS



**FREE...** First of many new "sell the season" displays available to you through Columbia-Southern jobbers

The industry's pacesetter for colorfully *usable* displays will be doing even *better* by drycleaners over the coming year. Jobbers handling Columbia-Southern Perchlor now have stocks of this comment-causing, easily assembled holiday mobile on hand. Don't wait. Contact your jobber now, and put this mobile and matching window or wall banner to work in your store. The display tastefully reminds customers that they'll want *your* service for all their holiday garments.

And this handsome kit is only the kickoff. Just wait until you see how Columbia-Southern will help *you* sell your cleaning straight through the year.

Have you checked your Columbia-Southern Perchlor inventory lately? Chances are it's a little low.



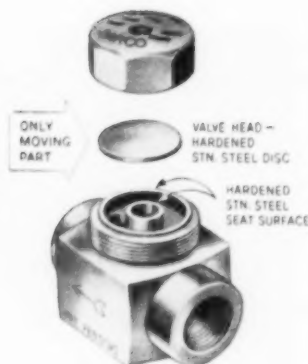
**COLUMBIA-SOUTHERN  
CHEMICAL CORPORATION**

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY  
ONE GATEWAY CENTER, PITTSBURGH 22, PENNSYLVANIA

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IN CANADA: Standard Chemical Limited and its Commercial Chemicals Division

# HOW TO reduce steam trap inventory and practically eliminate maintenance with the unique Sarco TD Thermo-Dynamic



## ONE TYPE OF STEAM TRAP FOR PRACTICALLY ALL APPLICATIONS

The Sarco TD Thermo-Dynamic is the most versatile steam trap ever developed.

It has large capacity . . . but small size. Insures rapid, continuous, complete drainage of condensate at saturated steam temperature. Has high air venting capacity.

Operates perfectly on all loads . . . and when pressure fluctuates. Freeze-proof, when installed with outlet down. Highly resistant to superheat, water hammer, corrosive condensate.

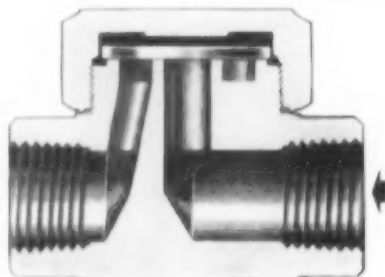


## ONE LARGE CAPACITY SEAT FOR ALL PRESSURES—10 TO 600 PSI

Yes, in each size Sarco TD trap the same large capacity seat accommodates all pressures 10-600 psi . . . for heavy, light, or no condensate loads. Sizes 1/4 to 1".

Self-adjusting throughout entire pressure range . . . not a single change or adjustment required.

No need to stock seats and heads for various loads and pressures. Inventory simplified and reduced.



## TROUBLE-FREE DESIGN NO VALVE MECHANISM—ONLY 3 PARTS

Look at that cross-section, left. That's all there is to a Sarco TD! What could be simpler?

Only 3 simple, rugged parts (single pieces—not assemblies) . . . all stainless steel. Only one moving part . . . a solid hardened stainless steel disc.

No mechanism . . . the kinetic energy of steam closes the valve. No narrow channels to choke. No gaskets to leak.

Actual service experience . . . in hundreds of plants . . . under severest conditions . . . has proved that the Sarco TD PRACTICALLY ELIMINATES MAINTENANCE.

**SARCO** **Thermo-Dynamic** **STEAM TRAP**

### 60-DAY TRIAL CONVINCES

We will gladly send you a Sarco TD steam trap and strainer for 60-day trial. No cost or obligation. You buy only if completely satisfied. Advise size—1/4, 1/2, 3/4 or 1"—and application. Sarco Company, Inc., 635 Madison Avenue, New York 22, N. Y.

2215-B

THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!



"I don't care what your system is...



John A. Ireland  
Industry Relations  
Caled Products Company, Inc.

just use the  
**Caled soap**  
to match it!"

**PACEMAKER\***—The *Maximum Moisture* charge soap with amazing water carrying capacity and solubilizing ability. You get real soil removal, both water soluble and carbon, without redeposition.

**CAL'S CHARGE®**—The *Controlled Moisture* charge soap that gives you moisture when you need it, yet lets you clean dry when you like. Gives double soap run with recommended wet stock.

**SUPER C®**—The *Truly Dry* charge soap... requires no moisture, so you use no moisture. Get advantages of no classification, no hard set wrinkles, no shrinkage, faster finishing.

Use any of the three that meets your needs... only 1% to 2% charge outperforms and out-cleans heavy, dark 4% charges. Take your choice, call your jobber and reap profits from perfect cleaning at lower cost.

©TM Reg. App. For



**CALED PRODUCTS CO., INC.**

**BRENTWOOD, MARYLAND**

Continued from page 12

It often happens that acid damage will be greater in a certain area. This is usually owing to a slight acid condition present in the dyestuff itself, or the use of a stripping agent which was not fully rinsed and which then developed a slight acid condition. This added acidity within the green-dyed areas accounts for this part of the fabric falling out first.

Acids that might cause damage such as this are not used in the cleaning plant. We therefore believe that this acid solution has been contacted in some manner by the customer.

### Sizing Rings

We were unable to remove the stains on this dress after we had cleaned it. The customer returned the dress to the store where she purchased it, and they claim the garment was not cleaned properly. We would appreciate your opinion on it.—L. C., New York

This garment has been made from a fabric known as a loom-finished taffeta. The fabric is actually acetate fiber, but a resin sizing has been applied while the fabric was on the loom.

These garments are difficult to han-

dle because of the sizing that is present. In this garment, as is usually the case, the rings present have been caused by a disturbance of the sizing. In other words, they are sizing rings in the fabric.

Sometimes these rings can be feathered out by spraying the area with amyl acetate and then recleaning the garment. Other spotters have used one of the spray spotters to even up the sizing and then rerun the garment in the charged washer. And in many instances it has been necessary to wet-clean the entire garment to clear the sizing, after which the garment must be resized.

This is certainly an instance where it is better to do too little than to try to be a hero. To clear these stains definitely involves some risk and the customer should be advised of it before going further. Because drycleaning the garment did not remove this condition is no reflection on that processing nor an indication that it was not done properly. On the other hand, I would think that you were correct in not going further in attempting to remove these stains until getting further information and consulting with your customer.

### Shrinkage Problem

The customer claims we shrank this dress during the wetcleaning process and wants a new one. What is your opinion?—T. C., Texas

You have stated that this garment has shrunk, and while this may be true, there hardly seems to be any evidence of shrinkage, such as puckering at the seams, zipper placket, etc. However, to determine residual shrinkage of a fabric, it is necessary to have a piece of the new material at least 10 inches square. This material can then be processed both wet and dry and the residual shrinkage in percent determined.

The very fact that this is a cotton fabric and white in color would in itself suggest that it could be wet-cleaned. Such fabric seldom gives a problem from a shrinkage standpoint unless it has been in a stretched condition and then held by a sizing.

It seems to me that both the customer and the drycleaner could expect that a white cotton fabric such as this could be wetcleaned without shrinkage taking place. I therefore cannot see that wetcleaning the garment was an error.

If shrinkage has occurred, it might be advisable to resize the garment and then stretch it (if stretching is possible). The sizing might then hold the fabric to the stretched dimensions.

*All at your finger tips—*

# 5 fool-proof TAGS

*with countless special applications to your marking-identification system*

**All will vastly improve the results and performance in each department of your plant**

*All are proven money and time savers, —so easy to use!*

**Uses explained in detail in this free catalog**

*Just off the Press*

**INSTRUCTIONS CATALOG**  
**PRE-MARKED STRIP-TAG CO.**  
Originators of pre-marked identification

**MAIL COUPON TODAY**

**PRE-MARKED STRIP TAG CO.,**  
3232 India St., San Diego 12, Calif.

Mail me your NEW, FREE Instructions Catalog of Pre-printed Marking and Identification Tags!

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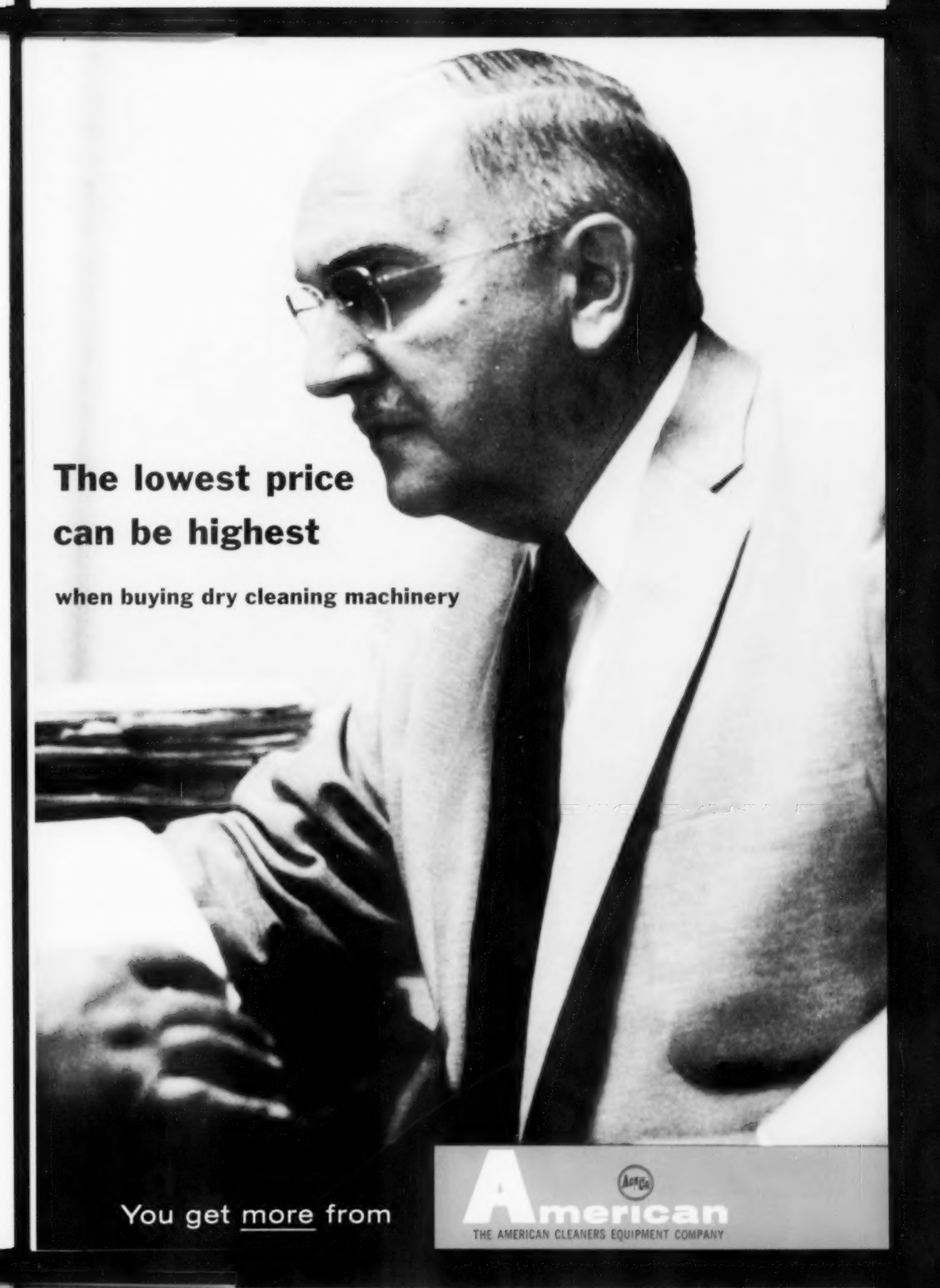
CITY \_\_\_\_\_ STATE \_\_\_\_\_

11-57 N. C. D.

**No training required, any employee can learn to use Pre-marked Tags in 5 minutes.**

*...or ask your jobber*

**PRE-MARKED, the Industry's Name for STRIP-TAGS**



**The lowest price  
can be highest**

**when buying dry cleaning machinery**

You get more from

**American**  
THE AMERICAN CLEANERS EQUIPMENT COMPANY





## All too often lower price is lower value

*Price is one of the most important factors in making a buying decision. However, just as important as the price itself are the many factors that determine price:*

Will the manufacturer be in business next year?  
Twenty years from now?

Will the manufacturer provide survey engineering  
and planning service?

Is the machinery right for your particular operation,  
or is it too large or too small?

Are you sure it is the latest and best machinery  
of its kind?

Are the terms most advantageous for you?

Who will hold the note—the machinery manufacturer,  
or some stranger?

Will you get help in installing the machinery  
and in training your employees in its operation?

Does the manufacturer provide field engineering  
service?

Does the manufacturer furnish service and  
instruction manuals?

Can you get repair parts quickly if necessary?

What will be the useful life of the machine?

What will be its trade-in value?

*We invite you to tear out this page and ask these  
questions of your American Man from the Factory  
before you buy any dry cleaning machinery.*

## You get more from

**American**



American Cleaners Equipment Co., Cincinnati 12, Ohio  
Division of The American Laundry Machinery Company



## BUSINESS BUILDERS

### Free Cleaning Launches Store

When Peoples Cleaners, Norristown, Pennsylvania, opened its newest call office on Germantown Pike, Penn Square Shopping Center, owner Vince Couchara came up with a giveaway that was bound to launch the store in fine fashion.

He arranged to hold a drawing for a grand opening award that would net the winner a \$100 value in services and still not be too great a cost to the plant.

The first prize was one year's cleaning free with the total amount not to exceed \$100. Other prizes were also offered in terms of free cleaning.

Through the draw of such a large prize Peoples Cleaners was able to attract much business to the store. At the same time, the plant did not have to lay out cash for prizes and the cost of the awards was very small.

### Advertises New Equipment



One approach to advertising quality service is to inform the public of all new equipment changes made in your plant.

When Louis Arnos of Fashion Cleaners and Dyers of Albany, New York, acquired a new drycleaning unit, he wasn't hesitant about telling his customers. He inserted a three-column by 5-inch ad in both of the Albany dailies. The ads spoke of the new machinery and mentioned the \$15,000 price tag to indicate that Fashion Cleaners would not let cost stop it from doing a quality job. The ads also gave the plant an opportunity to promote its cash-and-carry business in which the customer can save up to 35 percent.

These ads were simple, containing a

head, a large picture, which Arnos had taken by a professional photographer, and several lines of text. The copy told of the machine's automatic cleaning job, its quality work, its one-ton-per-day capacity, and gave a history of the Arnos family drycleaning experience.

The ads received much comment and were an excellent way of boasting of new and modern equipment, at the same time promoting the Fashion cleaning service.

### Customer Coffee Break



A complimentary coffee bar in the call office stimulates plenty of goodwill among customers at Troy Laundry & Drycleaners, Detroit, Michigan. Coffee is kept on a hotplate throughout the day. Drinking cups, sugar, cream and paper napkins are furnished. A comfortable lounge chair and a receptacle for used cups were placed in front of the wooden bar.

A large sign suspended from the ceiling invites customers to take advantage of facilities. Counter girls have been trained to suggest this service to everyone who enters the call office either when dropping off a bundle or when waiting for garments to be bagged. The same service is provided in each of the plant's seven branch stores.

The plant's coffee service is symbolized by a large illuminated sign over a pickup station one block from the main office. This reconverted gasoline station bears a sign that says "The Coffee Laundry's Annex." The eyes of a rabbit at top blink on and off

electrically. The sign becomes an inexpensive way to promote and attract customer acceptance in the community.

### Take Your Pick



When Ed Glover of Progressive Cleaners, Arlington, Virginia, considered using a tinted polyethylene garment bag, he decided to let the customer make the choice of color.

Along with the new blue and pink tints, Mr. Glover felt that the clear bag that the plant had been using should be included in the voting.

A voting poster was set up in the call office with samples of the three types of polyethylene bags. The poster was headed with a multicolored title, "Color Survey." It then explained that Progressive wanted the customer's color preference and stated that the voting chart would determine the plant's selection.

Three poles were placed at the bottom of the chart under the headings blue, pink and clear. Several hundred square tags with holes in them were located near the poles. To vote all the customer had to do was put one tag on the pole representing the color of his choice.

Progressive started the voting off by putting an equal number of tags on each of the three poles to show the customer what to do.

The voting setup added greatly to the customer's feeling that the plant was concerned with his interests. As evidenced by the above photo, the customers are taking an active part in the voting. When the photo was taken the blue tint was leading the field.



## NEW 1958 CHEVROLET TRUCKS WITH NEW HUSTLE! NEW MUSCLE! NEW STYLE!

*Just look at all they offer  
that's new and better . . . and  
you'll see why these new Chevies  
are the fleetest, sturdiest,  
handsomest dollar-savers yet!  
Meet Chevrolet for '58!*

### NEW LIGHT-DUTY APACHES

Nifty, thrifty Apaches—built to out-work anything in their weight class—offer three completely new Step-Vans equipped with walk-in bodies. Together with high-capacity panels, pickups and four-wheel

drive models, the expanded lineup offers a truck to make quick work of your most troublesome delivery chores. And all new Chevrolet trucks bring you handsome new broad-shouldered styling.

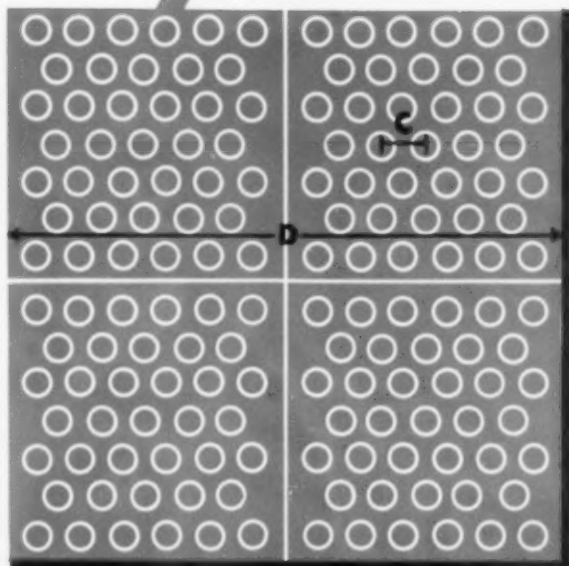
### FAMOUS 6's OR SHORT-STROKE V8's

There's new pep and power in any engine you pick, too—whether it's the industry's most popular 6 or a high-compression V8. Both give you traditional Chevrolet economy. Look over Task-Force 58 at your Chevrolet dealer's. . . Chevrolet Division of General Motors, Detroit 2, Michigan.



SEE THE LATEST EDITIONS OF THE "BIG WHEEL" IN TRUCKS—1958 CHEVROLET TASK-FORCE TRUCKS

# Performance-



where  
performance  
counts most!

What you pay for in any filter is:

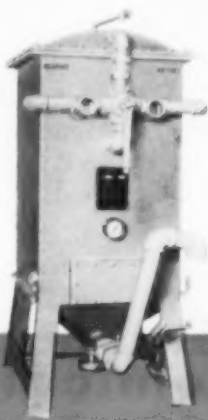
- ① Filtering surface.
- ② Operating efficiency!

Dimensions "D" same in both cases—"C" likewise.

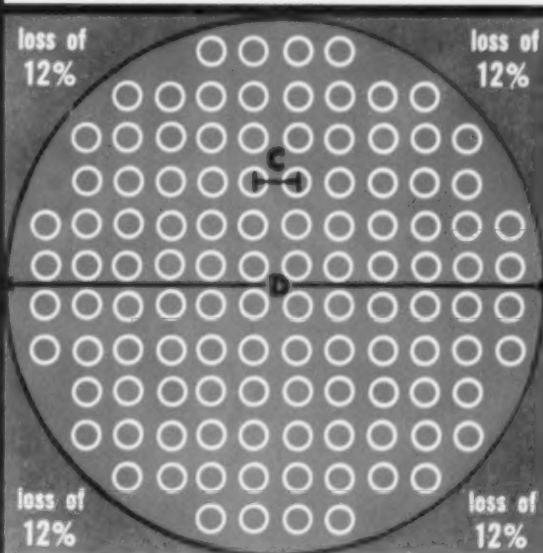
Comparing a square WASHEX filter with a round one, you can see that the WASHEX Tube Filter accommodates *more tubes . . . 12% more . . . than a round filter*. And *more tubes mean more effective filtering area to trap soil*. Result, you get longer operating periods between backwashing.

The open type mesh of the WASHEX filter tubes is virtually non-clogging! No need to *boil* the tubes in caustic or to blow with steam. The filter cake is readily removed by backflushing. De-mucking is simplified and sludge shovelling eliminated by an *automatic* sludge actuator.

Rating for rating, between 2,000 to 15,000 GPH capacities, WASHEX Tube Filters *pack more performance in as much as 40% less floor space* than round filters.



6-305



## WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn 22, N. Y.

Please send me further information on the WASHEX Tube Filter.  
I'm interested in \_\_\_\_\_ GPH capacity.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

**WASHEX MACHINERY CORPORATION**  
192 Banker Street, Brooklyn 22, N. Y.

*"Back again,  
Mr. Richards  
?"*



DIAMOND PERCHLOROETHYLENE makes every trip to the bank a little happier. This new, improved solvent can boost your account in two ways. First, it produces the top-quality work that keeps customers coming back. Second, DIAMOND PERCHLOROETHYLENE's unusually high stability whittles down your operating costs.

Ask your local DIAMOND Representative for the

name of the DIAMOND Distributor nearest you. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



NATIONAL CLEANER & DYER



# Compare

THESE TREMENDOUS FEATURES!

▶ **VIBRATION FREE** . . . no expensive foundation or slab required. No bolting down. Easily moved, when necessary.

▶ **OPEN POCKET CONSTRUCTION** . . . delivers maximum mechanical wash action . . . eliminates worrisome weighing and dividing of loads. No inching.

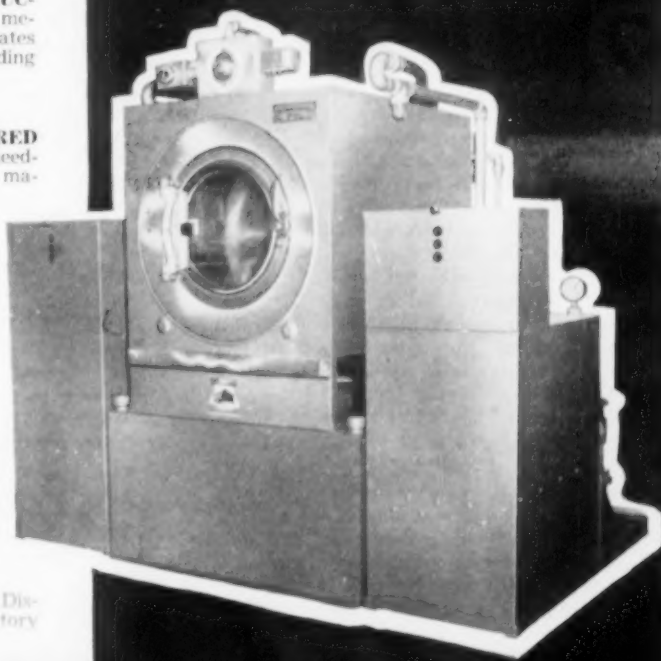
▶ **ONLY ONE MOTOR REQUIRED** . . . only 1/3 as much power needed as for split pocket type machines.

▶ **PRECISION AUTOMATIC SEQUENCE CONTROLS** . . . standard equipment for extra speed and convenience. Includes automatic powder feeder.

▶ **PERFECTED OPEN-TOP, MONEL SCREEN FILTERS** . . . deliver crystal clear solvent . . . eliminate all necessity of distillation in most cases.

See your nearest Hammond Distributor, or write direct to factory right away.

## HAMMOND WASHER-EXTRACTOR DRYCLEANING UNIT



▶▶ This brilliantly engineered HAMMOND drycleaning plant will put you far ahead of today's need for **greater production and higher profit with less overhead!** Feature for feature . . . price for price, no other combination can match its performance!

**HAMMOND**

LAUNDRY - CLEANING  
MACHINERY COMPANY

HAMMOND BUILDING

WACO, TEXAS

Please send all available information about the Hammond WASHER-EXTRACTOR Combination.

Name

Address

City  State

## SIGNS of the TIMES

**Source of Employees:** Teaching the handicapped to operate a drycleaning plant is the chief work of a brand-new facility to be set up by Goodwill Industries, New Orleans, La. Made possible through a \$10,000 Federal grant the plant will provide training and employment for 150 handicapped, enabling them to assume jobs in the drycleaning industry. New equipment in the plant will be used to process all clothing sold in Goodwill stores.

Executive director of Goodwill is Herman S. Jones, Jr. Nolan Toups has been named operations supervisor.

# #

**AATCC Research Activities:** Reports of work in progress have been given by various research committees of the American Association of Textile Chemists and Colorists.

A new testing technique which will give textile manufacturers better correlation between sunlight test results and fabric performance in consumer use has been developed. This new technique should relieve the dry-cleaner of many customer complaints about fading after drycleaning.

# #

### **Featherweight Interlining Marketed:**

One of these brisk mornings your customers may be wrapping themselves in Curon, a chemical compound of oxygen, carbon, hydrogen and nitrogen. Developed by Curtiss-Wright and used in garment interlinings, this material is said to be 95 percent as warm as sealskin, lightweight, unbulky, drapable and resilient. Of interest is the fact that it is said to be drycleanable and not to mat. In addition to its use in garments Curon will be employed for lining carpets, upholstery and draperies.

# #

**Foam Rubber Drying:** Fires caused by mechanical drying of foam rubber products in drycleaning establishments, laundries and homes are the subject of a report by the National Fire Protection Association. This hazard has prompted the association to issue a news release on the subject, warning that foam rubber products be dried separately by natural means after washing. These products should not be "force dried" in commercial or

home driers. In addition, foam rubber padding should be removed from garments and other items prior to drycleaning or washing. Only the covers of cotton, nylon or similar fabrics should be subjected to cleaning.

# #

**Hoosier Cleaners Escape Tax Increase:** Drycleaners and launderers will not be affected by the 50 percent gross income tax increase in Indiana. Instead their tax will drop 25 percent to  $\frac{3}{8}$  of one percent. Textile maintenance was the only service industry to which the tax did not apply.

As pointed out in a recent bulletin of the Indiana Dry Cleaning and Laundry Institute, one of its major functions is to defend the industry against adverse legislation, and to initiate and support favorable legislation.

# #

**Fashion Pace Setter:** This fall bulky stylings with downy, brushed surfaces will be in vogue. To meet cleaning needs, the NID has just published Bulletin SS-37 which details pointers on processing these garments.

# #

### **New Fabric Looks Like Persian Lamb:**

Dynacurl, a furlike fabric designed to closely resemble genuine Persian lamb, has been developed for the pile coating field by Multitex Products Corporation, Newark, N. J. Dynel facing comprises 75 percent of the fabric, cotton 25 percent.

The company reports that garments of the fabric provide long wear and life because Dynel retains its shape and form well, is unaffected by water or moisture, will not mat down and has good abrasion resistance. Drycleanability was not discussed in the manufacturer's release.

# #

**Small Business Information:** Are you getting maximum effectiveness from sales meetings with company routemen? If not, the suggestions outlined in a new leaflet from the Small Business Administration, entitled "Making Your Sales Meetings Profitable," may prove helpful.

The sales meeting should be an ex-

citing example of the highest type of selling, the leaflet advises. Some points given in No. 86 in the series of Management Aids are: plan meetings with customers and prospects in mind, don't cover too many subjects, provide variety, change the pace of presentations, use showmanship to spice the meeting, prevent interruption, give the meeting a "forward" look and encourage two-way discussion.

"Are You Kidding Yourself About Your Profits?" is the provocative title of No. 25 in the series of Marketers Aids. The booklet outlines ways in which small businesses can analyze their net profits. The four areas where the owner's position should be judged are: existence of a profit, sufficiency of profit, profit mix and profit trend. The leaflet examines these areas in some detail.

To obtain either of these booklets write to the Small Business Administration, Washington 25, D. C. Copies may also be obtained from the Administration's field offices.

# #

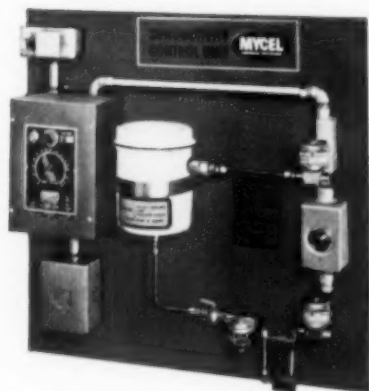
**Sale of Unclaimed Work:** A new law recently passed in Illinois provides that unclaimed work left at cleaning or laundry establishments may be sold after 90 days. The measure was drafted by Ben Rosenfield, executive director of the Chicago Dry Cleaners Association, with Carl D. Franke, Jr., of the Illinois State Drycleaners Association handling legislative contacts. The law permits either a public sale (by advertising once 10 days prior to the sale) or private sale (by sending a registered letter to the customer 30 days before the sale).

# #

**"This'll Burn You Up":** Using a novel and attractive matchbook format, The National Safety Council has issued a new booklet giving practical advice on how to avoid industrial fires. To point up the seriousness of fires the booklet notes that every day fires claim 17 lives, hundreds of jobs and \$800,000 in industrial property. Steps to be taken if fires should start are also included.

Single sample copies of "This'll Burn You Up" and information on quantity prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

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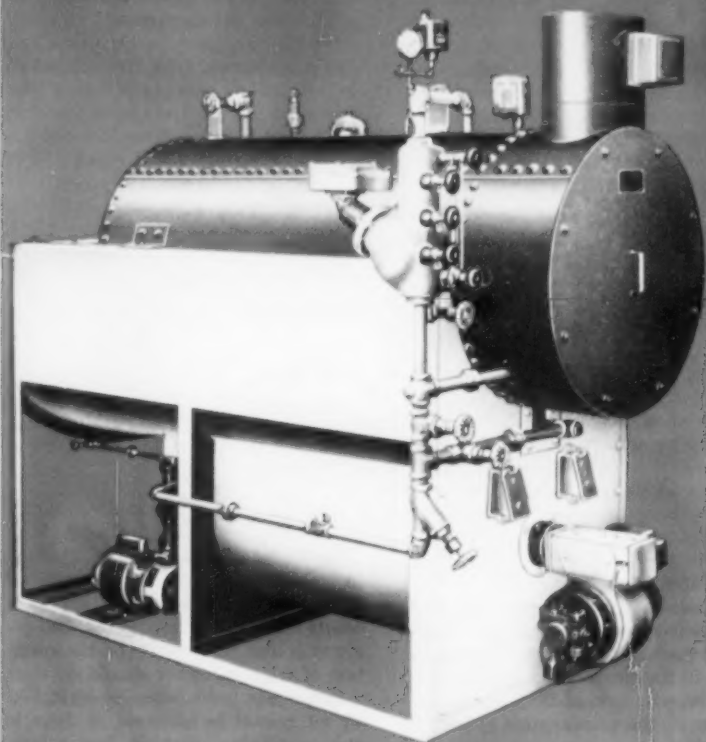
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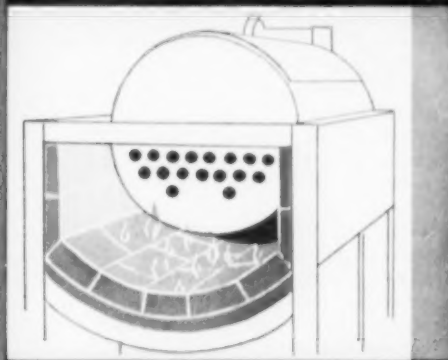
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## LEGAL DECISIONS

By A. L. H. STREET

### Legal Action on Misdelivery

If a stranger impersonates a customer and picks up clothing belonging to him at the cleaner's call office, is the cleaner liable for the loss?

Did the cleaner use reasonable care to guard against misdelivery of garments called for at his office? If a stranger unauthorizedly secures such misdelivery, does it constitute "theft" within the meaning of the liability insurance policy carried by the cleaner?

The first question was answered "no" and the second "yes" in a decision lately reached by the Louisiana Court of Appeal, Second Circuit, in the case of *Holder v. Lockwood and Equitable Fire & Marine Insurance Co.*, 92 So. 2d 768.

The decision is an important one because of the likelihood that courts of other states will be influenced by the Louisiana court's reasoning.

Mr. Holder sued cleaner Lockwood for damages for the loss of a misdelivered suit of clothes, and the latter brought the insurance company into the lawsuit because it had issued a liability insurance policy to him. As to the cleaner's liability, the Court of Appeals started with the proposition—recognized by all courts—that it was up to the cleaner to prove that loss of the suit was not due to neglect on his part. Then the court proceeded to demonstrate that due care was not used, that evidently the garments were delivered to a stranger without identifying him as the customer or one authorized to receive the clothing.

The court said: "On receipt of a customer's clothing for cleaning and pressing the items were listed on a ticket with the customer's name and after the clothes were processed, the ticket was attached to the clothes for their identification. However, it was his custom and practice to deliver those clothes to whoever called for them without requiring any identification whatever and without ascertaining the party had authority to receive the merchandise. His duty was to safeguard his customers' clothing with the same care and regard that he would protect his own."

"The defendant attempts to excuse his action by claiming that it is not good business practice to require identification of a person who calls for clothes to be delivered—that such practice would drive away customers who would be offended and that it is

not the practice of the trade generally to require identification.

"With this contention we find ourselves in disagreement. In the first place it would appear that customers would prefer, for their own protection against loss, that some form of identification or restrictions be required before delivery was effected. Moreover, the defendant admits that there are systems used by the trade generally to avoid erroneous delivery of a customer's clothes, which admittedly require some effort and consume some time. Seemingly, the defendant preferred to run the risk of an erroneous delivery rather than place in effect a system of identification of customers whom neither he nor his employees personally knew."

The Louisiana case is chiefly important because apparently it involves the only instance in which an appellate court has been called upon to decide whether a stranger's obtaining delivery by impersonating the owner of garments constituted "theft," within the coverage of a policy carried by a cleaner, insuring against liability for stolen garments. The gist of the decision of the Court of Appeals on this phase of the case is as follows:

"Whoever obtained plaintiff's suit from defendant's establishment committed theft and should the clothes be found in the possession or custody of a person who is unable to explain his possession, the presumption is that he is the thief."

However, the insurance company reasons that if a theft were committed, it may "have been committed by one of the defendant's employees and in that event the wrongful act is specifically excluded by the policy from coverage; or, that while the taking of the suit may have been on the defendant's premises, the party to whom it may have been only erroneously delivered may not have formed the intention to commit theft of the property until some later time and at some place elsewhere, which conditions, it is contended, would make the wrongful act come within another exclusion of the policy. The answer to these con-

tentions is that they constitute matters of defense and whenever the loss has been shown to come under one of the perils insured against, as has been established here, the burden is then upon the third-party defendant to establish its affirmative defense, that is, that the act complained of came under the exceptions or exclusion, and that it is relieved from the obligation.

"No other conclusion could be reached from the facts established in this record but that defendant has not sustained this burden of proof."

*Note:* For references to other court decisions as the cleaner's liability for theft of garments, see "Legal Decisions for the Drycleaner," page 9, and cases concerning insurance of garments, page 24.

### Responsibility for Pet Bites

Just what legal risk does a cleaner run by permitting a cat or dog on the premises where it can, if so disposed, bite a patron?

Although a recent case decided by the Louisiana Court of Appeal, New Orleans, involved a store cat, the law laid down by the court seems to reflect a view generally taken by appellate courts throughout the country. The decision is also noteworthy on the question of what an owner should do after a visitor has been bitten or scratched by an animal in his store, if there is any possibility that it has rabies. (*Marsalis v. LaSalle*, 94 Southern Reporter 2d 120.)

A woman shopper was scratched by a Siamese cat in the defendant's store, evidently not seriously. Physicians advised serum inoculations to guard against possible rabies communication. It was not known whether the cat had rabies and since the cat was A.W.O.L. for some time after the accident, neither could it be determined. In the meantime the visitor underwent expensive inoculations and experienced painful reactions. On the cat's return it was proved that it did not have rabies.

The Court of Appeal allowed damages because of the inoculations, on a theory that the defendants should have retained the cat until it could be tested for rabies. However, there was no responsibility for the mere scratching by the cat, since there was nothing in its previous behavior to indicate that it might attack visitors.

A new book on "Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER  
& DYER  
305 E. 45th St., New York 17, N.Y.



# "Lipstick loads clear up fast with TarGo"

Says GEORGE MARSAC  
MANAGER, DRYCLEANING DEPT.  
STAPLETON SERVICE LAUNDRY  
STATEN ISLAND, NEW YORK

"Lipstick loads are always a headache," says Mr. Marsac, "but, fortunately, we can always clear them up fast with Wilson's TarGo. We run fresh solvent into the wheel at a low level and add about a quart of TarGo for every 20 gallons of solvent. Then we run the load for 15 minutes with the pump off and that's the end of our lipstick problem."

As manager of a drycleaning operation that is widely known for its production efficiency and quality work, Mr. Marsac uses TarGo because he knows that you have to use the best products to get the best results. Take a tip from him and order a bottle of TarGo from your jobber today.

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*are our only business*

## GADGETS and GIMMICKS

### Hopper, Work Table Speed Marking

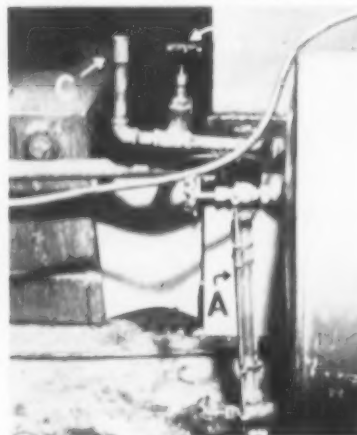


To systematize and speed up marking, Odorless Cleaners, Carlshad, New Mexico, had a local carpenter come in and build the above table and hopper.

The work pieces were built quickly and cheaply following specifications provided in a bulletin published by the National Institute of Drycleaning. When the clothes from a hamper are dumped into the hopper, garments brought in first are marked first and thus are processed in the proper order.

The table provides a nearby working surface that saves steps. The natural plywood surfaces of the hopper and table are so attractive the plant is hesitant to cover the work pieces with paint.

### Measures Recovered Solvent



Sight glass (A) is backed up by dip stick showing gallonage in drum. Breather pipe (C) is capped now when emptying drum to hold air pressure. It will be set in line behind close-off valve (B) to make capping unnecessary.

The amount of perk recovered is measured daily by Foster Corn at

Corn Bros., Nashville, Tennessee. Thus he knows almost at once when the recovery rate falls off. This shows something is wrong. He feels he saves a lot of solvent that might be lost if he checked recovery only monthly, or even weekly, as is done in many plants. It's worth as much as a couple of drums of solvent a year in Corn's two recovery units.

The solvent line from the water separator empties into an empty drum. A boiler sight glass is set in one end of the drum to show the solvent level inside. A dip-stick, calibrated to gallons in a horizontal 55-gallon drum, was cut in two. The lower end was fastened behind the sight glass.

At the end of each day the dry-cleaner reads the number of gallons accumulated in the drum. He notes the amount at the bottom of his daily record of poundage run. Then he attaches the air hose to a pump connection in the drum opening and drives solvent on over into the cleaning unit's storage tank.

Valves are closed in the drain lines from the recovery units to hold the pressure in the drum. One also isolates a breather pipe set in a tee behind the valve, to vent the drum while solvent is draining into it.

Each morning either the book-keeper or Foster totals the previous day's poundage. This total is divided by 50. The result should approximate the gallons of solvent recovered, as shown by the cleaner's notation. Usually the cleaner's figure runs from a half gallon to 1½ gallons over Foster's figure. If it falls below Foster's calculation, a check of the unit is made immediately.

Shortly after this system was started the record showed 3 gallons missing. Foster found them in the bottom of the pail set outside the building to catch the water-line drainings. A further check showed the breather in the separator was clogged. Solvent was being syphoned out of the solvent leg over into the water drain line.

A dividing figure of 50 was established when the two solvent recovery units were new. Records kept over several weeks consistently showed better than a gallon of solvent recovered for every 50 pounds cleaned. After any irregularity in operation, the units returned to that figure.

Any other cleaner who sets up a similar measuring system must find his own quota, Foster believes, because of

variations in equipment and conditions between plants. Once established in a new or properly reconditioned unit, however, such a figure should be a dependable guide.

### Marking Space Saver



A good idea for keeping a 12-bushel hamper out of the marker's way has been worked out at Madera Cleaners and Laundry, Madera, California. The plantowner's son, Maurice Cappelluti, shows the table he built for the purpose.

The table was made high enough to slide the hamper under it. In the top of the table he cut a 29-inch-square opening. This was then rimmed with decorative metal molding, the same used on the outer edges of the table.

As garments are marked, they are simply dropped through the opening and into the hamper. At the opposite end of the table, shirt and laundry bundles are marked in. A similar arrangement at that end saves floor space saved.

### Hole in One

A gimmick that eliminates pinholes in garments has been found by Elliott's Cleaners, Stamford, Texas. Plantowner Marvin Elliott has his invoices printed with a hole in the upper right corner. Instead of pinning the invoice to the garments, he can slip the ticket over the first hanger of each order.

The tickets are out of the way of traffic between the racks and the invoice is easily removed by a quick jerk. There are fewer misplaced tickets and at the same time the plant has eliminated the cost of pins.

Most important, the customers are pleased with the fact that their garments no longer have pinholes when the ticket is removed.



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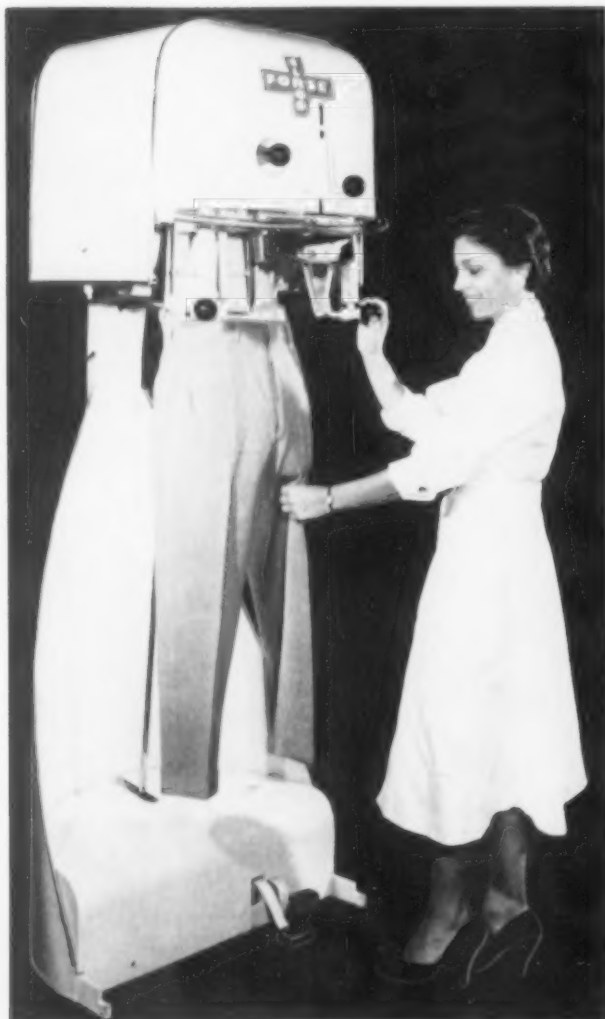
**AUGUST, 1957**



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**MR. AMERICAN DRYCLEANER** 

**FORSE** revolutionizes MR. AMERICAN drycleaner

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*Another enthusiastic FORSE owner!*

**FASHION CLEANERS, INC., West Duluth, Minn.**

"On one of my busiest days my presser had to leave Duluth for a few days, and an inexperienced counter girl took her place on the Forse-Elrod pants unit . . . quality remained top-notch and production was not affected."



Clyde A. McKay

**NATIONAL CLEANER & DYER**

**FORSE** revolutionizes MR. AMERICAN drycleaner

## Increase Your Silk Production 35%

**IMPROVE YOUR QUALITY, ELIMINATE OPERATOR FATIGUE**

## With the Forse-Elrod Silk Unit



Operator no longer stands all day in front of a hot press head. When not in pressing position, head slides out of the way in back of the press, leaving the buck as open and unobstructed as an ironing board, and beautifully finishes all types of delicate fabrics! The special Forse Tray obsoletes conventional tables by eliminating the problems of garments slipping off table.

And the exclusive Forse foot-operated Puffers free the operator to handle garments with *both* hands! Only Forse gives you the fastest-working combination of features ever offered in silk-finishing in 20 years!

*Another enthusiastic FORSE owner!*

**TEDDY'S CLEANERS, Worcester, Massachusetts**

"I put my first Forse-Elrod Silk Unit in on trial, and found increased production and quality. Subsequently I have purchased additional Forse-Elrod units because I find them superior to any unit on the market."



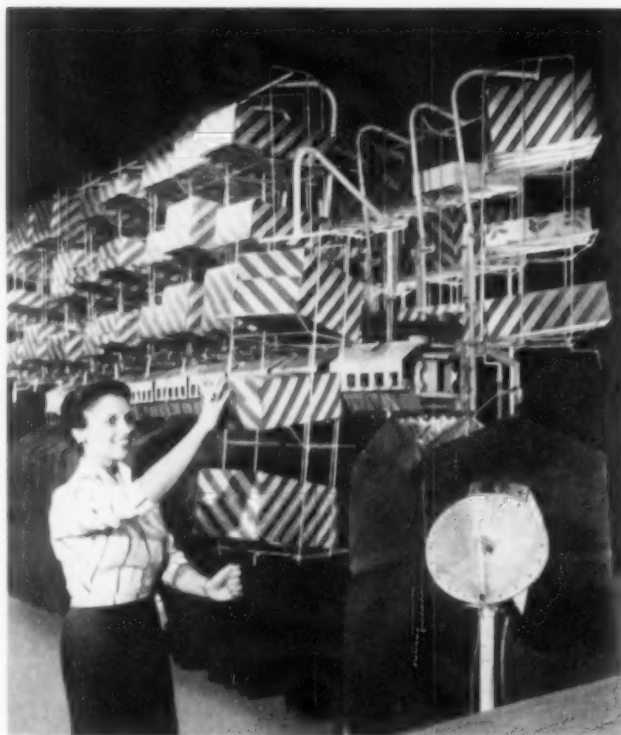
**Hampton Arakelian**

**FORSE** revolutionizes MR. AMERICAN drycleaner

## Double Your Hanging and Storage Space

*With the Only Conveyor That Handles Shirts & Drycleaning*  
**On One Unit**

The Forse "Magic Dial" Conveyor handles *twice* as many garments and bundles in the same amount of space as ordinary conveyors! By using "waste space" overhead for bundles, Forse doubles your laundry package storage. The Forse Conveyor keeps bundles and garments together as they should be, saving 50% of your time in serving customers. "Magic Dial" automatically stops conveyor at the selected position for fast, efficient unloading. Simply select the "stop" position, then make change while conveyor brings order to you. Forse is proved to outperform all other conveyors in saving valuable space and time!



*Another enthusiastic FORSE owner!*

MEDIA CLEANERS, Media, Pennsylvania

"Our problem was to get garments to the customers with a minimum of waiting time. With the Forse-Elrod Conveyor we have accomplished this . . . while at the same time eliminating one counter girl, and increasing our storage space 50%."



Charles Alyanekian

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## Increase Your Pickup Station Sales at Least 50% at No Cost to You



Activate your pick-up stores with the Forse BANTAM shirt unit and other Forse equipment specifically designed for plant activation. Such a program will deliver, at no cost to you, additional dry cleaning volume for

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**I. BERNSTEIN**

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**CHECKER  
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"As a chain operator, we are interested in increasing the volume of our pickup stations while utilizing our capital investment in our main plant at the same time. The FORSE activation programs have enabled us to increase our business."

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Please send me complete information on the following FORSE units or services which I have checked below:

- |   |   |
|---|---|
| <input type="checkbox"/> Forse Pants Top Finisher | <input type="checkbox"/> Forse Store Activation                           |
| <input type="checkbox"/> Forse-Elrod Silk Unit    | <input type="checkbox"/> Forse-Clean                                      |
| <input type="checkbox"/> Forse-Elrod Conveyor     | <input type="checkbox"/> Special equipment, which I have specified below: |

I understand there is no obligation for this information.

(SIGNED) \_\_\_\_\_ ☐ Owner ☐ Manager

(STORE NAME) \_\_\_\_\_

(ADDRESS) \_\_\_\_\_

(TOWN) \_\_\_\_\_ (STATE) \_\_\_\_\_



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## Before You Buy Any Drycleaning Machine, See the One Million Dollar FORSE-Clean



Twenty years of research and development have produced 15 exclusive Forse-Clean features. These include:

- ① Center flow forces solvent through garments—no by-passing around tub.
- ② Solvent temperature automatically controlled.
- ③ Humidity control standard equipment.
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DAVIS  
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Indianapolis, Indiana



"I recently installed my first Forse synthetic drycleaning machine, and my cleaning quality and service have improved beyond my expectations. The unit is operated 8 hours a day with an average poundage of 1750 pounds and with pass-ups over the spotting board of 80 to 90%."

# EDITORIALS

## Profitable Sidelines

Now that the fall rush is subsiding, it is time to take a long look at the months ahead. Careful planning now can avoid a repeat of the general decrease of volume experienced by most cleaners last summer. That is, a decrease in sales over the same season the previous year.

We suspect a lot of cleaners are grateful for the box storage promotions they engaged in last spring. Those extra dollars are coming in handy at this time. It's not too soon to begin planning next year's campaign. But for the immediate future, advertising for the deep-pile synthetic coats should help. Manufacturers of these garments look upon drycleaning of these fabrics more kindly than they have in the past.

While not a sideline, there are good profits in formal wear. With the holidays rapidly approaching a hard-hitting program can bring in these high-ticket items. For the same reason, housewives are susceptible to advertising for household and rug cleaning, even though the latter item may be farmed out to a rug cleaner.

Similarly, dye work and leather goods cleaning are excellent items to push this time of the year. Professional firms can do a satisfactory and profitable job for you. In the Northern states, or wherever cold weather and snow are available, waterproofing of skating and ski garments means extra revenue, too. Many cleaners are planning necktie promotions within the next month or two.

With the holidays approaching, other plants will promote free gift offers in November and early December. Bicycles and dolls are especially effective at this time of the year. Selling through children is surefire. Ask the breakfast cereal manufacturers.

There is plenty of business to be had by the cleaner who asks for the order.

**Check the facts . . .** perhaps the greatest responsibility your business paper has to you is to acquaint you with trends and industry conditions. It can mean real dollars and cents to you, whether you expand your operation or pull in your horns.

For that reason it is vital that this information be accurate. When we report on a survey, we tell you the number of plants contacted and the count of plants responding to that quiz. If we report on industry volume, it is validated by a census report of Uncle Sam, for example.

A recent "nationwide" survey by another source stated that one-third of the cleaners had storage vaults. It also stated that 12 percent of the cleaners did in-plant rug cleaning. As a matter of fact, about 5 percent of the plants have vaults, about 3/4 of 1 percent do their own rug cleaning.

**If your plans** for expansion were dampened by such reports that the field was saturated, take a second look. Both fields are wide open. We haven't even scratched the surface for extra volume. Check the facts.

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# New Approaches Solve Old Problems

*How one plant management smooths snags in construction, production and selling*

By LOU BELLEW

A GOOD EXAMPLE of how "gimmicks," coupled with a lot of ingenuity, can contribute much to the smooth operation of a drycleaning plant is Dick Tottenhoff's Odorless Cleaners in Carlsbad, New Mexico.

Carlsbad is the center of several huge potash mines, with payroll amounting to about 2½ million dollars each month. Unfortunately, the soil condition in this area plays hob with underground pipes and tank installations. It's a big headache to public utilities companies. Tom Parker, plant superintendent at Odorless Cleaners, says it's called "electrolysis." Well-tarred underground tanks that normally last 20 years in other parts of the country do well to hold out six years here once the soil touches the metal.

## Underground tank protection

Other cleaning plants in the area are smaller establishments and above-ground solvent tanks are sufficient for their needs. But Odorless Cleaners

needs underground storage for the larger quantities used.

On the advice of a local service-station owner, a roofing concern was given the job of preparing the big solvent tank recently installed at Odorless. First the roofers tarred the tank and, being extremely careful not to disturb the tar coating, wrapped the whole thing in heavy felt. Over this was applied a second coating of tar, then another layer of felt. Still a third coat of tar was applied over this second layer of felt and the tank was ready to be buried.

The hole for the tank was dug extra large and the tank was lowered very carefully onto a bed of very fine sand. More of this fine "blow-sand" was added until the tank was completely covered. It's hoped the concrete won't have to be broken up for another 20 years.

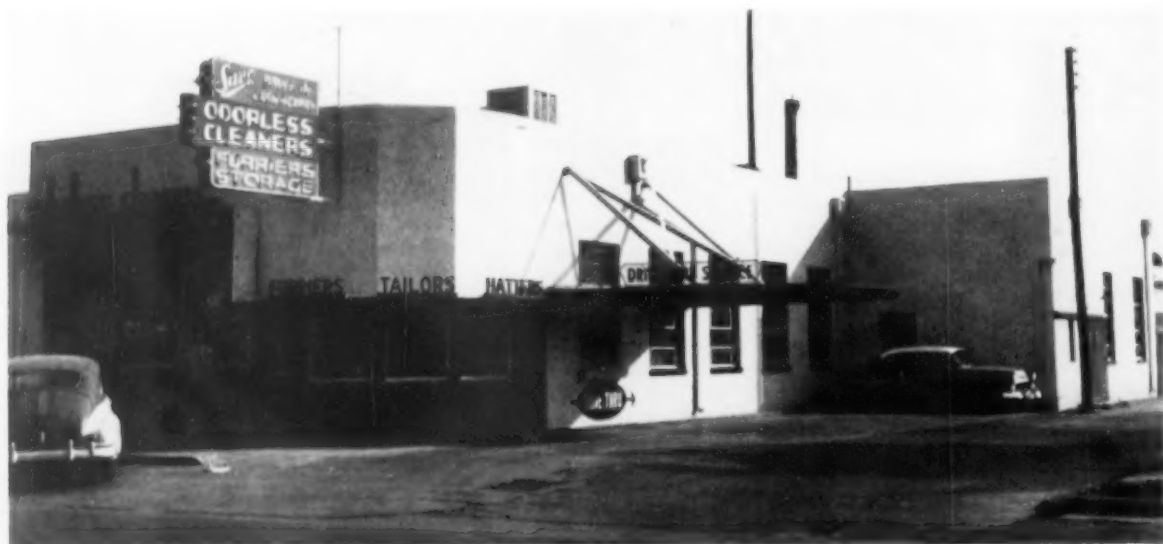
## Customer conveniences

The plant is located only a couple of blocks off the main street of Carls-

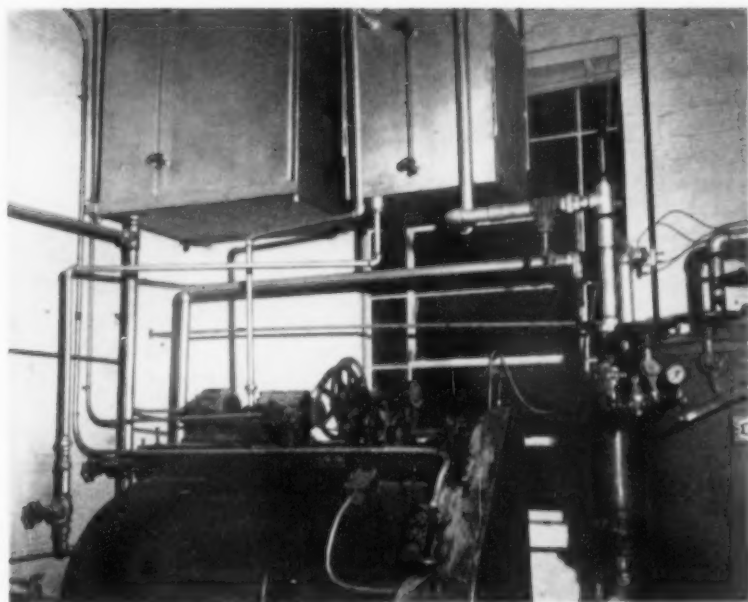
bad. The alley side has a 15-foot-wide drive-through area protected by a big modern canopy, topped with green fiber glass. Office girls serve the drive-through customers through a big window located just behind the front counter.

This drive-through addition has proved to be of particular value since the street was recently made one-way, and customer parking could have been a problem. (According to Tommy Martin, the women especially like the drive-in window because they need not dress up to bring their cleaning into the office.)

Instead of a conventional office counter, there are four separate small counter sections, each fitted with a chrome-plated rod for holding dry-cleaning orders. These sections are not in a straight line but are staggered for a modern touch, as well as to permit faster handling of customers. The two end counters serve as hiding places for small wooden trucks into which bagged orders of incoming work are placed. The two center counters are



Drop-off window service, similar to that featured by many banks, appeals to customers. Extra-wide driveway makes a hit with women motorists who need room to maneuver.



Tank at upper left stores charged solvent. Smaller tank holds sizing. Underground tanks here were special problem due to soil conditions.

fitted with commercially made bag racks, which management feels are worth their weight in gold.

Ninety percent of the plant's volume is cash-and-carry at a 10 percent discount. One route is serviced by a panel delivery truck. There are 10 employees, including the routeman. Superintendent Martin is the spotter, and there is one bookkeeper who works four hours a day. Suits are \$1.10 and dresses \$1.25. The ratio of work is 1 pound silks to 3 pounds wools.

#### Sizing simplified

A new cleaning room arrangement has simplified garment sizing. Suspended from the ceiling above a washer in the corner of the cleaning room are tanks for the charged solvent and the sizing solution. Both tanks are square since they are less expensive to build, easier to hang, and take much less room than the other types. The bottoms of the tanks are kept clean since solutions enter at the top and are drawn off the bottom.

Each tank has its own pump. Sizing solution in the overhead 80-gallon tank is kept at strength by adding half an ounce of sizing concentrate per pound of silks sized in each load. This is done before pumping the size solution back into the tank, after sizing a load.

A load of silks needing sizing is cleaned in the normal manner and permitted to drain for two or three minutes on the drain racks. During this interval the charged solvent is pumped back into its tank. Any solvent the pump may have missed is drained off so as not to dilute the size solution when it enters the washer.

Size solution then enters the washer to the desired level, the wheel is turned to dump the garments into the bottom of the washer, and the drain boards are removed. The load is run three minutes, drained and removed. At this point the sizing solution is strengthened and then pumped back into its storage tank.

#### Incentive gets results

Unit production was set up about three years ago, and a workable "homemade" incentive plan was figured after considerable study. Without the employees' knowledge careful records of production on each unit were kept over a six-month period. Pieces produced were divided into each productive employee's salary, which gave the production cost of each piece. This average production was established as the base and the incentive pay was figured for production above this standard. Men and women on identical jobs receive identical pay at this plant.

Large plastic chicken rings of various colors are used to identify each employee's work.

Interesting, too, is the well-enforced rule here that "No finisher pops off to an inspector who brings back a do-over!" The inspector's word is final, and insures good quality.

According to the superintendent, the system has enabled the plant on occasion to produce up to \$2,300 a week without overtime. This is dry-cleaning only and does not include the many sidelines such as hats, farm-out laundry work, fur storage and sales of men's suits.

Here is indeed a plant where management is constantly striving to improve its position in the community through better methods, which mean better quality and service. Best of all, its pay incentive has enabled the company to pay a better wage and retain good employees. It makes for a smooth-running, pleasant place of business for all concerned. # 2



Every order received at this plant goes into its own bag. Staggered arrangement of counters speeds customer service.

Plant manager Remi Rivard double-checks work for quality. Continuous checking of all phases of operation keeps it always up to par.



## How To Sell a 28-Cent Shirt In a 22-Cent Market . . .

*It can be done . . . but it takes more than packaging*

By ART SCHUELKE

THE TREND to shirt laundering in drycleaning plants is not strictly limited to the United States. The same trend is apparent in Canada and Rivard Cleaners of Windsor, Ontario, is one of the latest to jump on the bandwagon. The move was made only after long deliberation and careful planning. Now owner Ed Rivard and his brother, plant manager Remi, went about this with the help of cleaners contemplating similar expansion.

During the past several years many of the Rivards' competitors took on shirts. That this service was desired by customers was proved by the fact that some switched cleaners to get one-stop convenience. The more loyal customers kept asking for the plant to add shirt laundering.

The cleaning done by this firm is of

high quality and its prices are higher than the average in that market. It was felt that if shirts were to be handled, they, too, should be of better than average quality. To produce a better shirt with finer packaging would require a higher price.

Although many fine laundering products are available in Canada, the plant decided to import its supplies from across the border in Detroit. For these it pays a duty. The packaging the Rivards selected included the usual board, collar support with a bow-tie effect, and band. But the latter two are specially printed in a polka-dot design. Each shirt is individually wrapped in a plastic bag, too. The complete package of several shirts goes into a paper bag with a paper carrying handle. Total packaging costs run 3 cents per shirt.

French cuffs are all folded and held in place with wire-reinforced paper strips. For added customer convenience, shirts with French cuffs are identified by a triangular piece of paper placed in the open neck. This reads, "This shirt has French cuffs."

The brothers wisely realized that it takes more than packaging to produce a quality shirt. That's why they went to extra lengths to get top quality laundering supplies. As Remi puts it, "We wanted to be able to produce a 'blue-white' shirt. Since supply costs are relatively low, anyway, it is worth the few extra pennies we pay."

As for equipment, they selected a two-girl unit with a cabinet sleeve and a 25-pound automatic washer. Their sewer lines were adequate, but they increased their incoming water

*Continued on page 88*



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door opener  
I ever used!"**



**Twin-Swatch Version of Nationally Advertised Two-Suit  
Test is an Amazing Sales-Booster!**

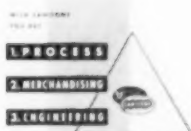
*say Sanitone Licensees, Coast to Coast!*

Your route salesman's biggest problem often is the first 30 seconds after the door opens. Frequently he is uncertain...not sure of himself, or of the prospect's reception. Gimmicks work, but don't always help sell dry cleaning...not so with Sanitone's twin-swatch folder.\* It does both!

Now route salesmen...and girls in stores...simply present the folder and ask "Which swatch has been

Sanitone Dry Cleaned 50 times...and which is brand new?" The answer is the perfect opening to ask for a trial order.

Have you tried the swatch test yourself? If not, write for details because in Sanitone you have the perfect solution to consistent dry cleaning quality...and the best answer to the question, "How to sell more effectively?" Write today.



\* Swatches were taken from the same cloth from two identical brand-new suits, one of which was Sanitone Dry Cleaned 50 (fifty) times. Even a committee of experts could detect no significant difference in looks or feel.

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A DIVISION OF EMERY INDUSTRIES, INC. • CAREW TOWER, CINCINNATI 2, OHIO

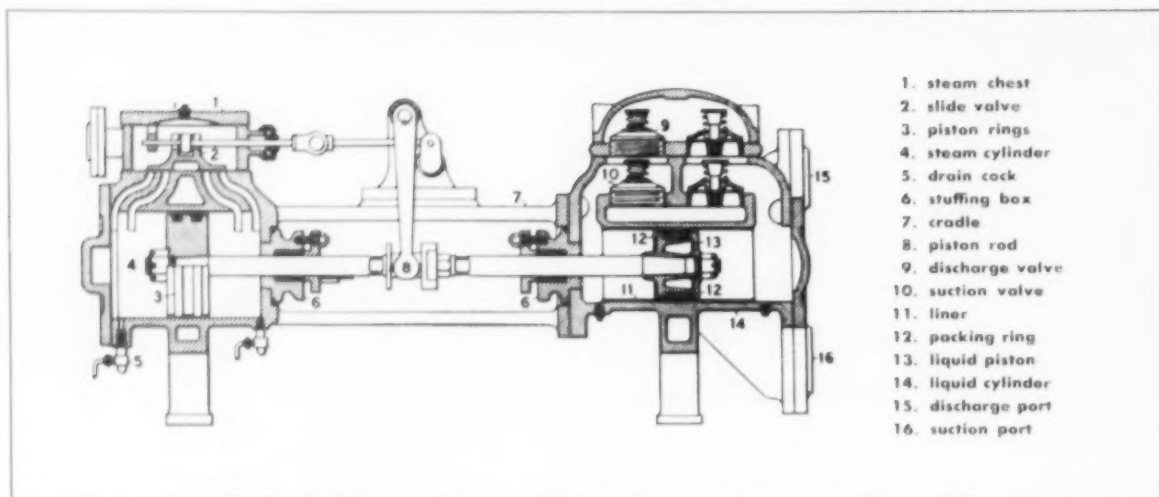


Fig. 1. Steam-driven reciprocating pump with major parts numbered. Chamber on left is steam compartment; right, water

## How the Pump Works

*Reciprocating, rotary and centrifugal—  
their characteristics and applications*

By JOSEPH C. McCABE

MOVING LIQUID, whether water or solvent, is a fundamental job for a drycleaner. Fortunately the job can be done mechanically, in most cases, with pumps that respond to just the press of a button. In fact, this pumping is often only a stage in a cleaning operation that is as near automatic as man can make it. Since the whole operation seems so simple you have to

wonder why there are so many kinds and type of pumps.

When you try to figure out the workings of a pump the easy approach is to liken it to a bucket. To all intents and purposes that is just what a pump is. The bucket has to be filled, then carried to where you want to deliver the liquid, and dumped. All of us have seen "bucket brigades"

formed, especially in rural fire companies where filled buckets are moved down the line hand to hand from source to delivery point and the empties brought back by the other hand, so to speak.

You can do away with the bucket brigade if you put in a sluice or troughlike arrangement to receive the bucket's contents and direct it to where you want it. But if the liquid has to be raised higher than the supply point or applied with any force at the delivery point, you have to figure a way of adding pressure to the moving liquid or else set up some more bucket-brigade points to raise it and at the delivery point to give it a final push.

The pump, with the assist of a piping system, answers these simple problems. It does away with the bucket brigade by sending liquid into the piping system at a high enough pressure to raise it and bring it to the exact delivery point with the desired force.

Let's look inside a few pumps and see why there are so many types and kinds and then discuss some of the more common applications. In general there are three main classifications—the reciprocating, the rotary and the centrifugal. We'll confine our comments to the major differences.

If you will, think back to our bucket story of the pump. Begin to figure how you can do mechanically what you did with the bucket and you'll see how the different types came into being. The bucket we used took a supply of water, dumped it,

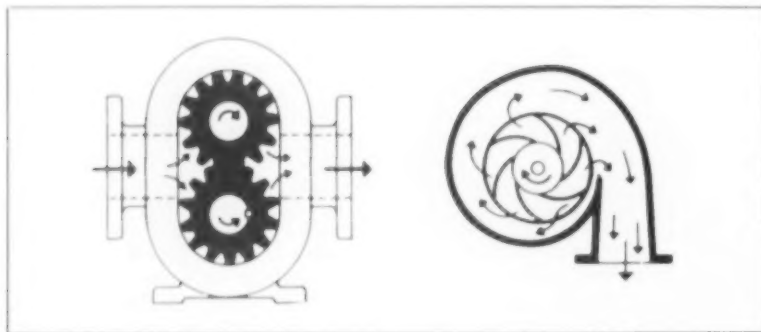


Fig. 2. (left) Simple rotary pump employing gears to trap and move solvent. Fig. 3. (right) Centrifugal pump throws solvent out the vanes

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Extruded, rounded perforations provide smooth surface that will not damage fabrics.

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was filled up again and again dumped. This sequence was repeated until the water need was met.

### The reciprocating pump

When engineers first developed the use of steam and shortly thereafter the steam engine it was realized that the steam-engine idea could be adapted for pumping purposes. Fig. 1 shows a simple direct-acting steam piston pump. The chamber on the left is the steam side and the chamber on the right is the liquid or pump end. As steam comes into the left side of the steam chamber, through the slide valve (2) its pressure pushes the piston rod and forces out any water on the right side of the piston in the water chamber. At the same time this movement sucks in water on the left side of the water chamber piston.

This water chamber is in effect two buckets, one on the right side of the piston and the second on the left. Water in the right side is pushed out, that is, given enough pressure to send it through the piping system while water is sucked in to fill the other bucket. Once steam is admitted to the right side of the steam chamber the piston rod comes back. It now, in effect, dumps the water bucket on the left side of the chamber and fills up the bucket on the right side.

This back-and-forth motion is called a reciprocating action and is exactly the one we saw the bucket brigade performing. Pump discharge, as you can see, pulsates. You do, however, have excellent control of how much liquid you can pump in each stroke.

As engineers grew in the use of steam power they found ways and means of converting the reciprocating action of the steam engine to rotary motion. The crank and crankshaft of

Table 1. Characteristics of Modern Pumps

	Centrifugal		Rotary	Reciprocating		
	Valute and diffuser	Axial flow	Screw and gear	Direct-acting steam	Double-acting power	Triplex
Discharge flow . . .	Steady	Steady	Steady	Pulsating	Pulsating	Pulsating
Usual max. suction lift, ft. . . .	15	15	22	22	22	22
Liquids handled . . .	Clean, clear; dirty, abrasive; liquids with high solids content	Viscous, nonabrasive	Clean and clear			
Discharge pressure range . . . .	Low to high	Medium	Low to highest produced			
Usual capacity range	Small to largest available	Small to medium	Relatively small			
How increased head affects:						
Capacity . . . . .	Decrease	None	Decrease	None	None	None
Power input . . . .	Depends on specific speed	Increase	Decrease	Decrease	Decrease	Decrease
How decreased head affects:						
Capacity . . . . .	Increase	None	Small increase	None	None	None
Power input . . . .	Depends on specific speed	Decrease	Decrease	Decrease	Decrease	Decrease

today's automobile are a present-day application. So instead of coupling a steam drive direct to a reciprocating pump they would run a belt from a spinning wheel to a wheel-and-crankshaft arrangement within a pump. This idea saved space and, of course, piping.

### The rotary pump

Someone else got the idea of using the motion of a wheel to replace the bucket brigade. The simplest way of seeing how this idea would work is to

go to the rotary pump (Fig. 2). This one shows two little wheels or gears within the pump housing but the idea could be made to work for one gear wheel. Two are a lot more efficient.

Think of the slots between the gear teeth as little buckets. As the teeth separate on the suction or left side of the pump in Fig. 2, liquid is pulled in to fill the little buckets. Then it is carried around and squeezed out as the teeth mesh. The speed with which these gears are moving imparts a definite push or pressure to the liquid leaving.

*Continued on page 84*

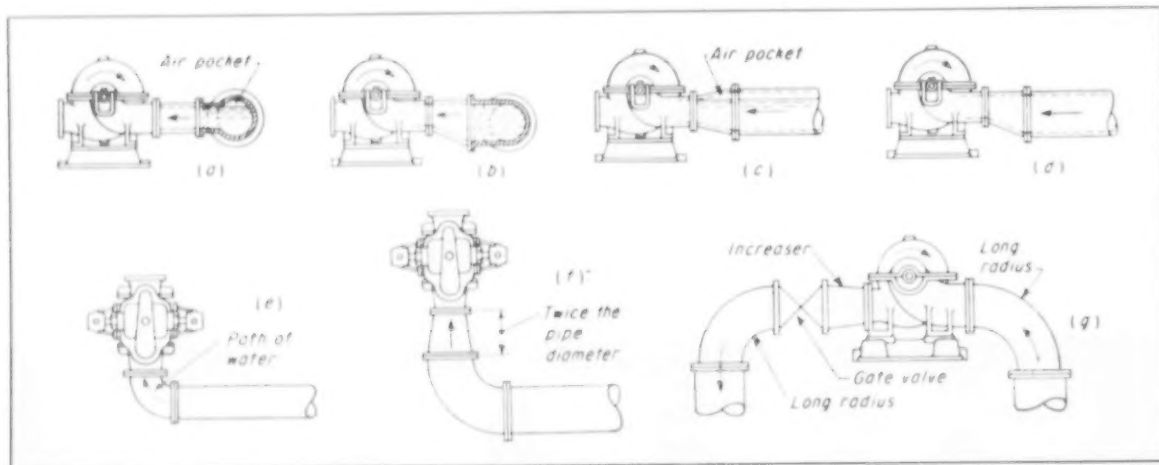
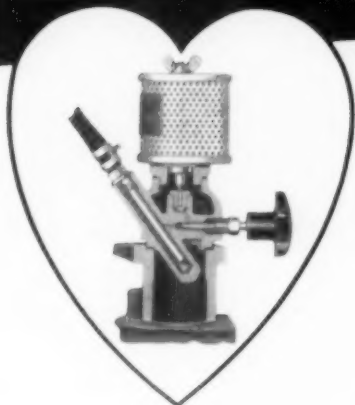


Fig. 4. Intake piping pointers for horizontal centrifugal pumps

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CISSELL STEAM - ELECTRIC IRON**  
with Electric Thumb Switch and Low-Boy Assembly



**This famous  
CISSELL VALVE  
does the job!**

It was built for one primary purpose—to convert water into steam **WITHIN THE VALVE . . . BEFORE** it reaches the iron. Provides

**DRY STEAM. THERE'S NO WATER** in the upright hose. Simple, packless construction! Air-Cooled for continuous use! Here's the *real heart* of the Low-Boy Assembly . . . and Cissell know-how makes it right!

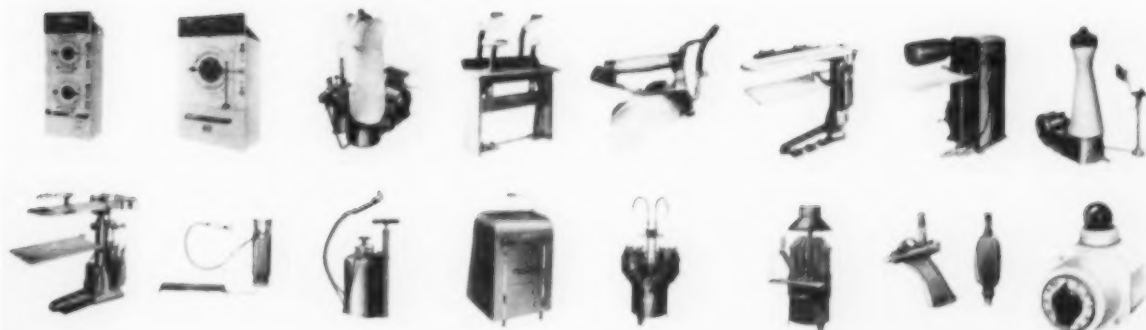


**SOLENOID LOW-BOY ASSEMBLY** eliminates overhead arms and suspensions . . . provides unobstructed working area . . . a necessity for steam-iron operation on an offset press. And, with the Electric Thumb Switch, **NO FOOT PEDAL** is needed! A light touch of the switch releases steam instantly. Operator is free from a stationary position. Large areas are ironed with ease. Think what this means to *you!* **LESS EFFORT—LESS FATIGUE—INCREASED PRODUCTION!**

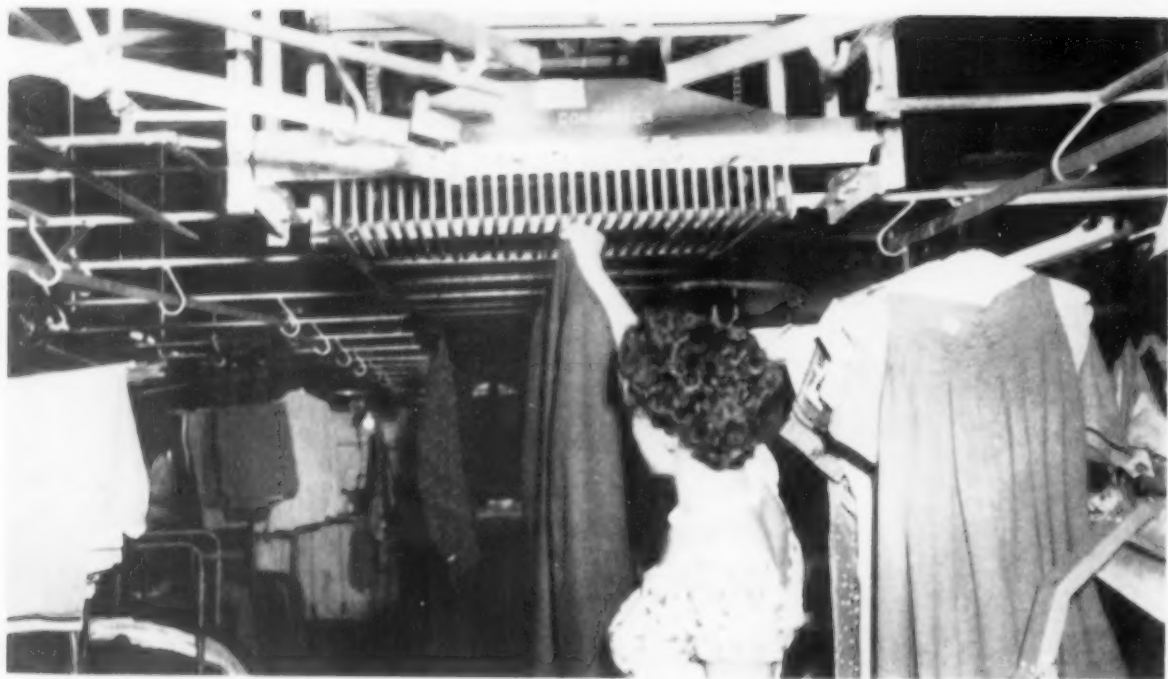
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Garments are fed through numbered guide fingers to a moving sorting bar. This carries the garment to proper drop-off bin at rear of plant

## Custom Installation Steps Up Production

*Garments move automatically from the inspector to individual sorting bins*

By HARRY YEATES

DEVELOPMENT and installation of an automatic sorter-conveyor have solved a major production problem for Northway Cleaners, Chicago, Illinois. During the past 10 years, both wholesale and retail volume in the plant have been growing steadily. Production is up 20 percent and total volume is now in excess of \$250,000.

Limited space facilities in the production departments have made it increasingly difficult to handle over 40 wholesale accounts as well as the retail business. Automation has, therefore, eliminated a bottleneck in the plant which was caused by three factors:

2. The necessity of constantly pushing garments down the line
3. Lack of coordination in the sorting of the garments at the shipping point

The chain conveyor-sorter as developed by Gil Raphael, son of the plantowner, runs 80 feet in length along the ceiling from the inspection point to the shipping department at the rear of the plant. A set of notched carrying bars moves along the frame of the unit. The entire assembly is driven by a  $\frac{1}{2}$  hp. motor.

After the inspector has completed a garment she places the hanger on one of the moving carrying bars. Garments are fed on this bar through a set of numbered guide fingers. These

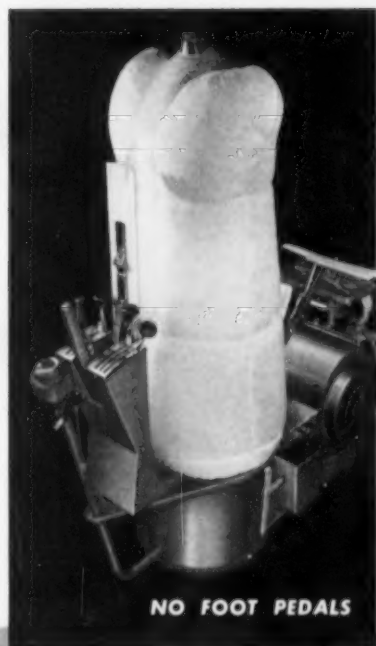
guide fingers are labeled to correspond to the routing information on each specific garment. This designates which wholesale or retail account is to receive that garment.

After the garment has been placed on its proper notch on the carrying bar it travels with the carrying bar until it reaches the shipping room.

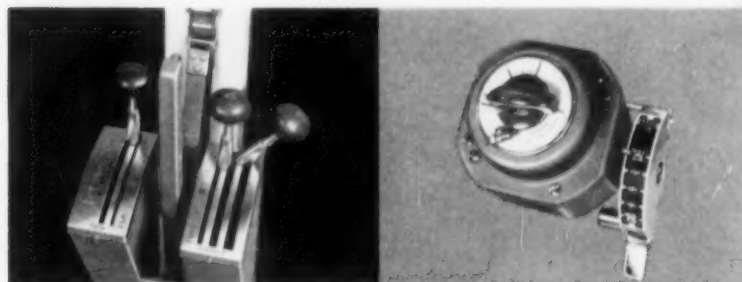
In the shipping room there are pick-off rails for each of the notches on the moving carrying bars. For instance, the first pick-off arm matches the first notch on the carrying bar, the second pick-off arm corresponds to the second notch on the bar, etc. Each arm, therefore, was constructed proportionally longer at an angle so as to come into contact with the hanger off

# AIR AND STEAM *at the same time!* on the **CISSELL FORM FINISHER**

Bring on hard-to-work materials for a soft, beautiful finish! . . . chamois, suede-lined, fur-trimmed, gabardine garments and the heavy materials that demand air while steaming.



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## ★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal motion and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired.

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Operator can do other work while the Cissell Form Finisher steams . . . dries . . . and cuts off automatically. Time Switch enclosed in a metal case for protection; mounted at a convenient height for ease of operation.

★ Built for years of service . . . shoulder form—a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.

## ★ Controlled air pressure

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments **WITH SAFETY.**

CISSELL FORM FINISHER with one set of #11 Sleeveers, one set of #24 Sleeveers, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.



Finish any style or size—from the smallest child's garment to the largest adult's garment.

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Cissell vent clamp for short garments.



When hangers come into contact with the pick off rail they drop onto the appropriate storage rail

that particular notch on the carrying bar. When the tip of the hanger on the moving bar hits its kick-off rail the garment slides down its correct storage line. These storage lines run perpendicular to the conveyor.

Ingenuity and resourcefulness of plant management have been a big factor in the success of this labor- and time-saving device. Installation of the unit cost the plantowner approximately \$4,000. Basic supplies for the machine were purchased by the plant-owners. When the equipment was delivered to the plant the pieces were welded together by an outside source to the plantowner's specifications.

When the device was installed Mr. Raphael was able to reduce his labor costs by eliminating the number of employees who previously sorted the racks and carried the garments to their proper shipping rail. One girl spent all her time sorting garments off the finishing racks for the plant's 40 wholesale accounts and placing them on their proper shipping rails. Garments now automatically move down the conveyor and drop off in their respective bays.

No effort has been made to change

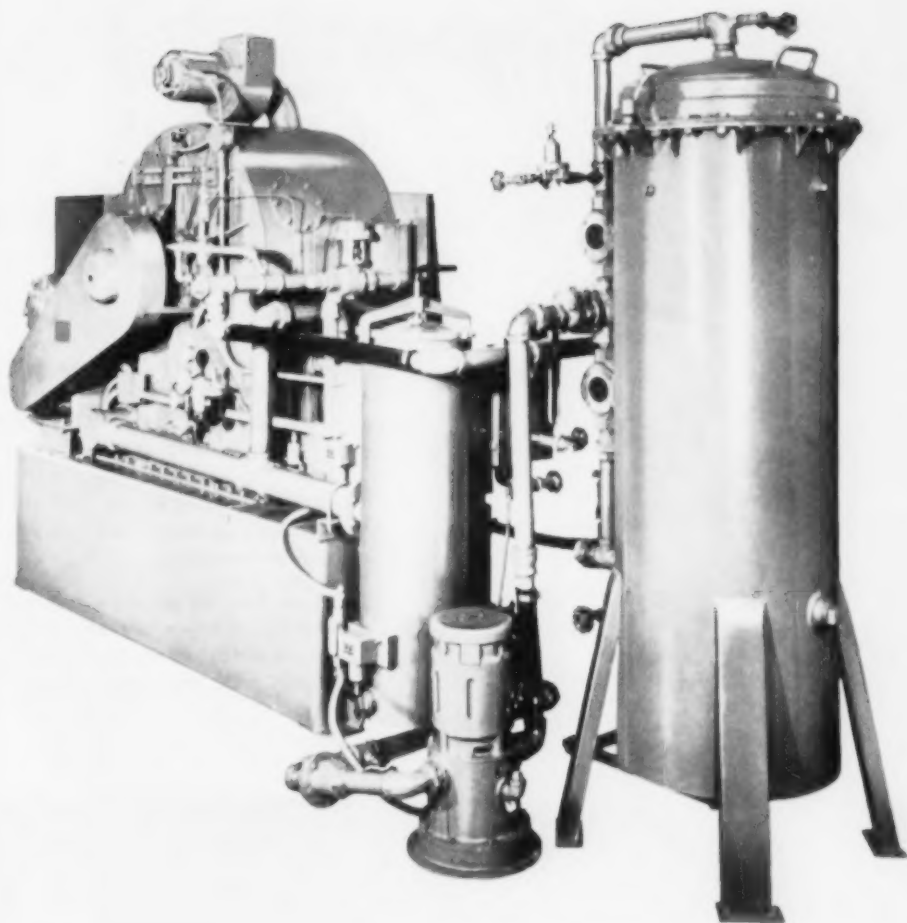
the flow of work from the finishing units to the inspection point because the plant is able to handle the 80 feet of space which the machine occupies. However, it would be possible to reverse the flow of work and move the inspection point up to the entrance of the shipping room. This would eliminate the need for additional conveying of the garments. The unit

would then serve only as a sorter. In this situation only 40 feet of conveyor materials would be necessary.

The conveyor travels at a rate of 20 feet a minute and sorts 600 pieces an hour per inspector. It costs slightly over 11 cents a day to operate during a full eight-hour day and there have been no maintenance costs since the device was installed. # #



"Someone should have warned you, Mr. Stacey loves boats!"



**Hoffman Jet Dry Cleaning Unit uses Marlow Pumps exclusively.**

This "cold" unit, manufactured by W. H. Nicholson & Co., Wilkes Barre, Pa., is for fully automatic, single or two-bath operation. The Jet uses a Marlow Vertical, Self-Priming Pump to circulate solvent from the filter to the washer-extractor cylinder.

## **marlows are long lasting!**

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

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# *Your customers can tell* ...when you clean

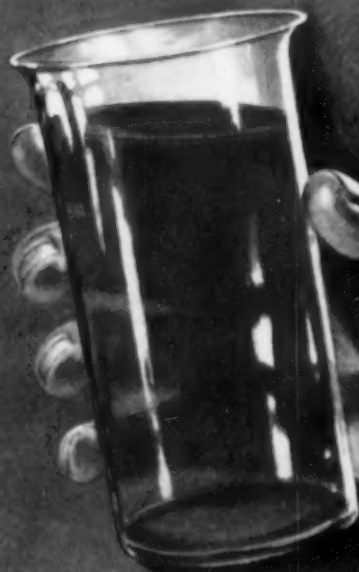
Clothes can't help but come out gray, and customers are bound to complain, when your solvent gets dirty. A belt kept at home may look brighter than a newly cleaned dress. Or separately cleaned trousers may no longer match a coat. Just one batch of grayed garments can cost you a lot of customers.

It's easy to tell when your solvent is dirty. And it is easy—and economical—to keep it *always* clean, by regular use of DARCO® DC activated carbon.



#### **CLEAN SOLVENT HAS LIGHT COLOR.**

Here's how solvent containing a 1% soap charge, and treated daily with the correct daily DARCO DC dosage, actually appeared after a week of normal cleaning.



#### **WITHOUT DARCO, SOLVENT TURNS DARK.**

Here's a solvent, also with 1% soap charge, but *not* treated daily with DARCO DC, after a week's normal cleaning.



# with Dirty Solvent

check your solvent with  
the **DARCO®** whiteness test

Tear a clean piece of white cotton or rayon cloth in half. Run one half through your washer. Dry it and press.

Then compare the color of the cloth you've just "cleaned" with the piece you've kept out of the washer. If it looks gray and dingy, you're working with *dirty solvent*!

*Write for your copy of the new DARCO Drycleaning Manual with the tear-out "How-to-Use-It" chart.*



## **DARCO® DC** every day keeps trouble away

It costs so little to keep your solvent in top condition using DARCO DC. And it's the cheapest "customer insurance" you can buy . . . the simplest way to build a reputation for premium quality cleaning.

Be sure to use DARCO DC every day. And be sure to use enough to do the job.

DARCO DC is all you need to keep solvent free of bleeding dyes, fatty acids and odor-bearing impurities. You sweep out all trouble-makers in a single operation. Your DARCO DC distributor will be glad to tell you how much dosage is best for your specific washer.

**You'll save money**—because you can run longer between re-distillations. DARCO DC saves soap and solvent, too.

**You'll save customers.** Daily DARCO DC treatment ends complaints about grayness and odors . . . keeps old customers happy, builds a reputation that attracts new customers.

**ORDER DARCO DC from your distributor today, in the handy 2-pound packages—25 to a carton.**

*Here's proof of what Darco DC does. Send for your copy of the N.I.D. Report, "The Use of Darco in 1-Bath Charged Systems".*



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Pillow unit developed profitable sideline which kept branch open



Front window gives view of pillow machine and cleaning procedure. Store traffic increased 100 percent with installation

## SIDELINE SAVES STORE

*Branch doubles volume through installation of pillow cleaner in view of passersby*

By RICHARD VINOCUR

ONE PIECE of machinery, added to an inactivated store, increased store traffic 100 percent and doubled the outlet's volume for Stero Cleaners of Buffalo, New York.

A pillow cleaning machine was installed at Stero's branch and an important sideline was developed to help put the call office on its feet. Stero had owned this store for about five years and owner Harold Erenreich was unable to make the outlet profitable. The store was located in a shopping center not far from the main plant.

The center itself was not particularly successful and after several years of struggling Mr. Erenreich was about to rid the main plant of this added weight. But first he investigated means of increasing the store traffic and possibly increasing volume to make the operation worth while.

When the main plant began doing shirts, the outlet's volume jumped

higher, but still not to the degree Mr. Erenreich wanted. The branch was taking in \$250 a week and was now hitting what the owner felt was the break-even point.

Several ideas were discarded before the thought of installing a pillow machine in the branch hit the plant-owner. The machinery would attract attention of the passersby, add some activity to the store and, possibly, provide the needed volume.

### Sideline activity does it

Soon after the installation of the pillow cleaning equipment, the branch volume began to climb. After a year the volume doubled and it was no longer necessary to be concerned.

Since this installation, Mr. Erenreich estimates the plant has done approximately 10,000 pillows. Charging \$2 a pillow for cleaning and a brand new ticking, the plant has been able

to earn \$20,000 additional volume.

The initial investment for the machine alone ran \$1,600. A supply of 1,400 tickings is kept on hand, at an additional outlay of \$700.

Operation of the machine is handled by one of the girls from the main plant. She spends several hours each day working on the pillows and adding some activity to the store. She averages about 20 hours a week in the outlet.

The cleaning operation is very simple and takes only minutes. The ticking is emptied into one side of the machine where the feathers are cleaned by an ultraviolet light. The new ticking is placed on the other side over a suction-cup arrangement which draws the feathers from one side into the ticking.

Mr. Erenreich realizes the phrase, "You've made your own bed, so now you can lie in it," is true, but he's added pillows for extra comfort. # #



## All-new '58

# DODGE *PowerGiants*

## 4-WAY LEADERS OF THE LOW-PRICED 3

Now—for the first time in truck history—one make leads the low-priced three *all four ways!* And that make is DODGE—all new for 1958!

**From the future comes Dodge styling** — handsome, sweeping, prestige-winning lines, richly trimmed in sparkling chrome.

**From 40 years of truck experience** comes remarkable engineering advances . . . outstanding performance, load capacities and economy.

**See these great new trucks soon.** And be sure to get your Dodge dealer's special 40th-anniversary deal before you buy any other make!

- 1 FIRST IN PAYLOAD!** Advanced construction gives extra strength *without* extra weight, lets you haul up to  $\frac{1}{3}$  more, cut down on trips.
- 2 FIRST IN POWER!** New 204- to 234-hp. *Power Giant* V-8's! Extra power cuts trip time, lets you pass more safely, reduces engine strain.
- 3 FIRST IN ECONOMY!** Most advanced of all V-8 truck engines. Exclusive Power-Dome combustion increases gas mileage, cuts upkeep costs.
- 4 FIRST IN STYLING!** All-new design! Deluxe chrome grille and trim . . . modern dual headlights . . . future-inspired lines . . . smart new colors.

TURN PAGE FOR FULL-LINE STORY →

There's a

# '58 DODGE *PowerGiant*

for every job...for every business...for every pocketbook

## Low-tonnage models



Pick-up  
model 100



Town Panel  
model 100



Town Wagon  
model 100



Forward Control  
model P300

## Medium-tonnage models



Model 400  
Van Body



Model 500—Stake

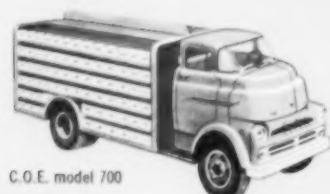


Four Wheel Drive  
W500  
Chassis



Model 600  
Tractor

## Heavy-duty models



C.O.E. model 700



Model 900—  
Tractor



Model T800—  
Mixer Body



Model T900—  
Dump Body

## CONDENSED SPECIFICATIONS

### CONVENTIONAL MODELS

G.V.W. Range  
4,250 lbs. to 9,000 lbs.

Engines  
120-hp. 6-cylinder  
204-hp. V-8

### 4-WHEEL-DRIVE MODELS

G.V.W. Range  
5,100 lbs. to 10,000 lbs.

Engines  
113- 120- 125-hp. 6-cyl.  
204-hp. V-8  
204-hp. V-8 (Heavy-Duty)

### FORWARD-CONTROL MODELS

G.V.W. Range  
6,000 lbs. to 9,000 lbs.

Engines  
120-hp. 6-cylinder  
204-hp. V-8

### CONVENTIONAL MODELS

G.V.W. Range—11,000 lbs. to 22,000 lbs.  
Engines—125- 130- 141-hp. 6-cyl.  
204- (H.D.) 207-hp. V-8's

### C.O.E. MODELS

G.V.W. Range—15,000 lbs. to 22,000 lbs.  
Engines—204- (H.D.) 207- 218-hp. V-8's

### 4-WHEEL-DRIVE MODELS

G.V.W. Range—15,000 lbs. to 20,000 lbs.  
Engines—130-hp. 6-cylinder  
204- (H.D.) 207-hp. V-8's

### SCHOOL BUS MODELS

G.V.W. Range—10,500 lbs. to 22,000 lbs.  
Engines—125- 130- 141-hp. 6-cyls.  
204- (H.D.) 207-hp. V-8's

### FORWARD-CONTROL MODELS

G.V.W. Range—7,500 lbs. to 15,000 lbs.  
Engines—120-hp. 6-cylinder  
204-hp. V-8

### CONVENTIONAL MODELS

G.V.W. Range  
18,500 lbs. to 30,000 lbs.

Engines  
218- 224- 234-hp. V-8's

### C.O.E. MODELS

G.V.W. Range  
18,500 lbs. to 25,000 lbs.

Engines  
218-hp. V-8

### TANDEM MODELS

G.V.W. Range  
26,000 lbs. to 46,000 lbs.

Engines  
218- 224- 234-hp. V-8's

### SCHOOL BUS MODELS

G.V.W. Range  
17,500 to 23,000 lbs.

Engines  
218-hp. V-8



# Symbol of Quality...



FOR YOUR GARMENTS

## BUILD PROFITS AND PRESTIGE

### *with Vaultmaster Equipment and "Polarized Care"*

YOUR CUSTOMERS are willing to pay for "Polarized Care," the most modern method for storing and protecting furs and garments. It's a fact! Storage customers are quality minded and when their garments are entrusted to your plant for storage, they expect them to be stored under proper, controlled conditions.

THE VAULTMASTER is available in various sizes to accommodate any size storage vault. Haertel engineering service is available at all times anywhere in the U.S. or Canada. This service will save you many dollars in planning a new storage vault, or expanding your present facilities.

### *"Polarized Care" is the Symbol of Quality*

THE PLANT-OWNER who has installed the Haertel Vaultmaster is assured of the finest in:

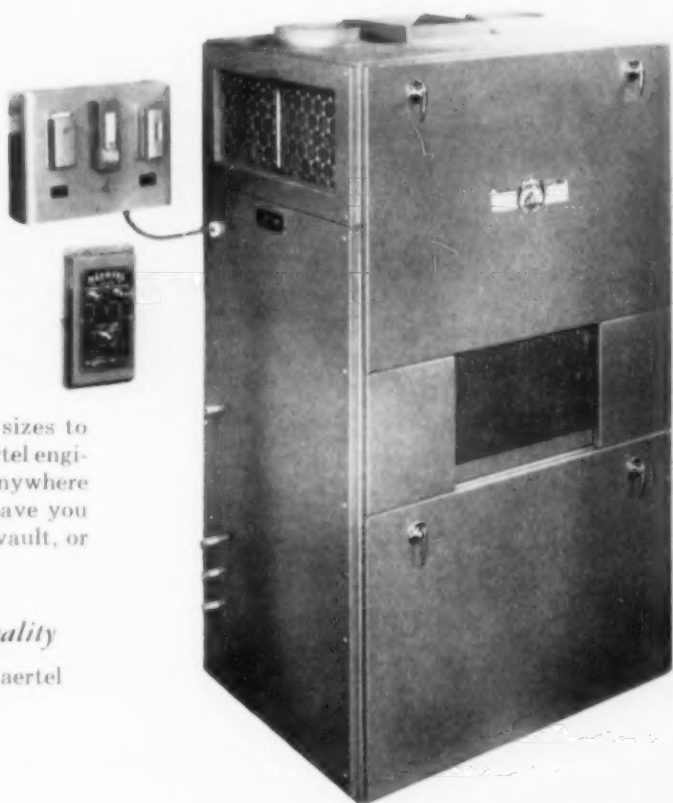
- POSITIVE TEMPERATURE CONTROL
- POSITIVE HUMIDITY CONTROL
- CONTROLLED FUMIGATION
- CONTROLLED VENTILATION

### HAERTEL COMPLETE LINE...

When you invest in the Haertel Fur and Garment Storage line of equipment, you are in partnership with a firm which has experienced 27 years in fur and garment care. The Haertel line is complete . . . fur and garment cleaning equipment and supplies . . . storage equipment and fur repair service.

### WALTER HAERTEL COMPANY

2840 FOURTH AVENUE SO.  
MINNEAPOLIS 8, MINN.



WALTER HAERTEL CO., 2840 Fourth Ave. So.  
Minneapolis 8, Minnesota

- ☐ Please send me the free storage vault Planning Kit.  
☐ Have your representative contact us—No Obligation

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

Signature \_\_\_\_\_

*Adjusto-Deck Rack Fittings • Cleaning and Storage Supplies • Complete Storage Box Program • Cooling, Fumigating and Ventilating Systems • Merchandising Aids.*





Goodwill mailing includes personal message from owner (top left); holiday envelope (bottom left); and Christmas card record (right) with firm name imprinted on back (bottom).



Marge Kelley works up Christmas mailing list from card file; Dick plans in advance.

## AT CHRISTMAS TIME

# It's Good Business To Say "Thanks"

By HARRY YEATES

SPONSORSHIP OF A CHRISTMAS parade complete with mammoth balloon animals and comic-strip characters may be too costly for most dry-cleaners. But there are many other ways to spread goodwill during the coming holiday season and let customers know how much their patronage is appreciated.

Dick and Marge Kelley of Melody Cleaners, Oklahoma City, Oklahoma, believe that a personalized thank you note mailed with a useful giveaway is worth a hundred stereotyped cards or letters.

Last year this aggressive team of plantowners (with a reputation for profitable merchandising known from coast to coast in the industry) distrib-

uted a red-and-white-striped booklet appropriately designed for recording names and addresses of Christmas cards sent and received. The plant signature was imprinted on the back cover.

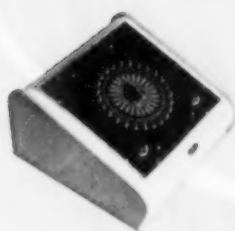
Attached to the booklet was a personalized message imprinted in the plantowner's handwriting. As a humorous note a photograph of Mr. Kelley's face was superimposed on a sketch of Santa Claus. Space was provided so that the recipient's name could be written in longhand. This helped to eliminate a "canned" or mass-production look.

The promotion was mailed in a matching envelope of holiday design. Costs were about 15 cents a mailing.

Dick and Marge Kelley started planning their Christmas campaign during the month of July. An alphabetical card file was prepared for each customer. Throughout the fall season a record was maintained on frequency of service. By the middle of December they had accumulated an up-to-date mailing list which included names and addresses of over 500 steady customers who had stopped in the call office during the season.

Regardless of how much or how little you spend on advertising and promotion during the year, don't forget that it's good public relations to let people know—especially during the Christmas season—that you appreciate their business. # #

NATIONAL CLEANER & DYER



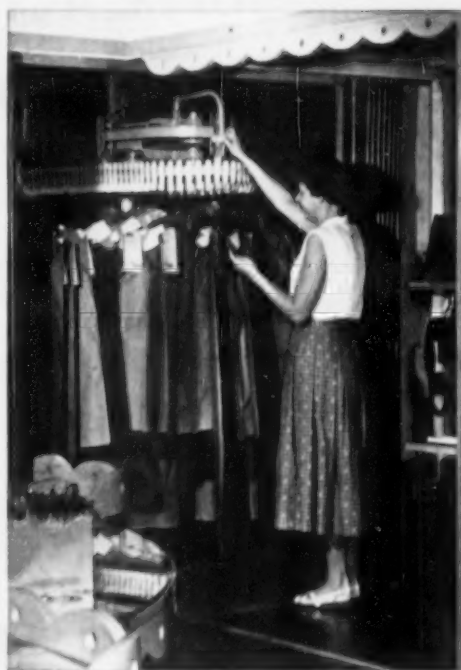
**THIS**  
simple Dialomatic  
control panel . . .

**...DIALED**  
by your counter attendant . . .



**...OPERATES** this space-saving  
Detrex-B&G garment conveyor  
system which automatically . . .

**...DELIVERS** the  
customer's order right to your  
counter in seconds. It saves time,  
increases efficiency, improves cus-  
tomer relations, boosts profits.  
Write for details today!



**DETREX** CHEMICAL  
INDUSTRIES, INC.  
BOX 501, DETROIT 32, MICHIGAN

DETREX CHEMICAL INDUSTRIES, INC.

Dept. NC-70

Box 501, Detroit 32, Michigan

Please send immediately complete Dialomatic details

NAME

COMPANY

ADDRESS

CITY  ZONE  STATE

*ANOTHER ADCO FIRST!*

*Adco's Miracle Method*

TRIPLE STRENGTH

**"BLACK MAGIC"**

SUPER ACTIVATED CARBON

*Teamed with*

**XXX DRI-SHEEN**

DOUBLE  
STRENGTH

*to give you the choice of*

**1%-2%-3%-4% CHARGE**

*with*

**NO RINSE!!**

*Works perfectly with ALL Conductivity & Humidity Controls*

## HOW IS THIS ACCOMPLISHED?

Along with the charge system, came the use of up to 40 times more soap on every load run. This meant much more soil removal . . . many more non-volatiles and much more fatty acids and color.

This meant that to *eliminate rinsing* a carbon had to be produced that would maintain the purity and the color of the charge, continuously, in the filter.

*The development of Adco's "Black Magic" has made all this possible for the first time!*

"Black Magic" controls fatty acids, non-volatiles and color *all* in the filter—this coupled with the use of Adco's Synthetic Detergent—XXX Dri-Sheen Double Strength—which is both light in color and contains no impurities—

## MEANS . . .

1. Tremendous saving in distillation. No distillation at all in most cases.
2. Saving in soap costs—XXX Dri-Sheen Double not removed by "Black Magic."
3. Saves at *least* 10 minutes per load. No rinse necessary.
4. 25% less filter clean outs—less muck.
5. Powder cost much less—no sweetener powders needed.
6. Solvent "straw color" or lighter even in hottest weather.
7. No filter pressure—less pump wear.
8. All odors *guaranteed* eliminated by use of "Black Magic".
9. Brighter colors.
10. Now any cleaner with his present equipment can use 4% charge, no rinse!

## RESULTS . . .

**The most gorgeous cleaning you've ever seen . . . For less cost than ever!**

Adco acknowledges the above to be contrary to what we have all believed as accepted procedure in the past. We have proved the above method workable in hundreds of plants. Make us prove to you in your plant at our expense that Adco's new "Miracle Method" will also work for you.

**Adco,**

INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908



Attractive plant covers an acre. Tree atop building can be seen for miles when lit up.

## He Wouldn't Take No for an Answer

*Plantowner ignores doubting Thomases to acquire sought-after location*

By RICHARD VINOCUR

AN OPERATION that now boasts an average volume of over \$2,000 a week was almost given up as a lost cause even before building plans were made.

But Robert Marchini, owner of Spruce Cleaners in Clifton, New Jersey, kept plugging at the idea and with a great deal of patience has now realized his hopes of operating a profitable plant.

Mr. Marchini had been connected with another plant that did most of its business in pickup and delivery. Three years ago he felt that there was a need for a good cash-and-carry plant in the town of Clifton.

So the job of searching for a suitable location began. There was one spot in which Mr. Marchini was particularly interested. Traffic counts were taken and he found that during the busy hours over 600 cars passed by the location. The site was on the right side of the street leading into Clifton and a large, well-established shopping center.

The location was surrounded by seven other New Jersey towns and was separated from the shopping center by an underpass. The separation was welcomed since Mr. Marchini

wanted to run a quiet operation and stay away from the center's heavy traffic.

### Owner encounters obstacles

But there was one catch in this excellent location. It was owned by an industrial firm and was at a very high premium. The community had been

complaining that the land, which the industrial firm had been using as a dump, was an eyesore.

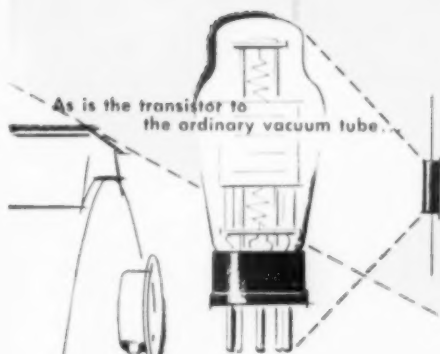
Mr. Marchini decided to try, anyhow, and he approached several prominent members of the community to see what they thought about acquiring the land. He spoke to leading realtors, councilmen and members of the

*Continued on page 86*



Spacious call office is decorated in green and white. Shoe repair department occupies section of call office.





# UP IN PERFORMANCE—

## down IN SIZE!

### Clayton STEAM GENERATORS

SAME HORSEPOWER IN AS LITTLE AS

$\frac{1}{4}$  THE SPACE!

SO IS THE CLAYTON TO  
THE ORDINARY STEAM GENERATOR

#### RELEASES SPACE FOR PRODUCTION USE—

The Clayton "package" steam generator is a complete unit, integrally mounted on rigid welded steel self supporting frame, ready for easy installation and immediate use. No need to remove walls. Rigging and transportation costs are reduced and there are no extras to buy. Models from 15 to 100 HP require only 15 to 28 sq. ft. of floor.

#### SO LIGHT, SO COMPACT—SPOT THEM ANYWHERE—

Years-ahead design and higher thermal efficiency make Clayton steam generators so compact they can be installed anywhere, on roof, basement or wherever there is a need for steam. Special foundations unnecessary since floor loading is no problem. It's far more efficient to install several Clayton steam generators than to depend upon a single, outmoded central boiler.

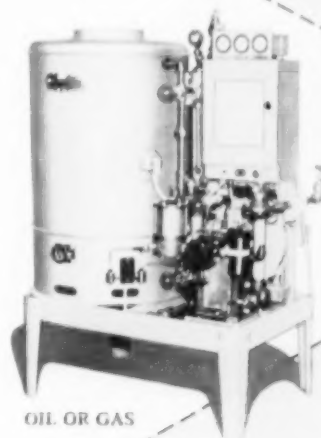
#### ADDED STEAM FOR MORE PRODUCTION—QUICKLY—CONTROLLED

steam generation is the secret of Clayton efficiency. Advanced design gives you higher efficiency throughout overall operating range, provides full horsepower from a cold start within 3 minutes, yet reduces fuel cost as much as 50%. And it automatically adjusts to steam load requirements. Servicing is easy and operation is clean.

#### THEY LAST LONGER TOO!

Of every 100 Clayton generators produced (in the last 26 years), 97 are still serving users profitably and efficiently.

Completely automatic in operation, Clayton generators give you more horsepower in less space than other generators. They're up to 400% more efficient; foot for foot and pound for pound they give you four times the horsepower of boilers with ordinary thermal circulation because of Clayton's exclusive mechanical control of every phase of steam generation.



OIL OR GAS



#### Exclusive!

Compare Clayton's 5-year published coil warranty covering material and labor.

**Clayton**  
MANUFACTURING  
COMPANY  
EL MONTE, CALIF.

Clayton Manufacturing Company  
P.O. Box 550, El Monte, California

Gentlemen:

Please send us the complete details about Clayton Steam Generators and how we can save floor space and increase our steam production.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

We use steam for \_\_\_\_\_

here are just a few  
of the many reasons

# WHY SUBSCRIBERS PLACE

## NATIONAL CLEANER & DYER

## AT THE TOP

When they want the right answers, thousands of leading drycleaners know where to turn.

Subscribers everywhere look to NATIONAL CLEANER & DYER as *the* main source of help on a multitude of problems.

Some requests for information come by ordinary mail. Others, asking for help on hot problems, reach us by more urgent means.

But whether our subscribers write, phone or telegraph, they get the kind of service Mr. Cooper writes about (unsolicited, of course) on the opposite page.

Check this satisfied subscriber's points: "*prompt reply . . . detailed, concise,*

*valued information . . . yours was the first to reply . . . the best magazine, articles and information in the industry today.*"

Keeping subscribers up-to-the-minute with detailed, concise, valuable information—the kind they can depend on—is NATIONAL's stock in trade.

The point is particularly vital with our type of subscribers—the professional drycleaners.

Our thanks to Mr. Cooper for volunteering his letter of appreciation and approval. It, like so many letters from so many subscribers, proves again how much better a magazine has to be when you ask readers to pay \$4.00 a year for it.

## **COOPER'S DRY CLEANING**

**FUR CLEANING AND STORAGE**

321 E. THIRD STREET  
UHRICHSVILLE, OHIO

September 10, 1957

Mr. Arthur F. Schuelke, Editor  
NATIONAL CLEANER & DYER  
New York, N.Y.

Dear Mr. Schuelke:

After a long delay I wish to sincerely thank you and NATIONAL CLEANER & DYER for your prompt reply to my letter of April 10th in regards to Salesman-Driver compensations.

You answered us regarding the above on April 15th. I had written three different organizations regarding same, and yours was the first to reply and to go into detail regarding same, and by far contained the most concise and valued information.

Believe me, I will not forget your kindness and the promptness of your reply when I was in need of the information so urgently at the time.

I have been a subscriber to the NATIONAL CLEANER & DYER for some 40 years, knew most all of the old timers on your staff years back. Paul Trimble and I bunked together when the national convention was held in West Baden.

YOU STILL HAVE THE BEST Cleaning & Dyeing Magazine, articles and information available in the industry today.

Wishing you all the very best, I am,

Sincerely,

*D. J. Cooper*

Cooper's Dry Cleaning  
D. J. Cooper

## **NATIONAL CLEANER & DYER**

*First in the Drycleaning Industry Since 1910*

305 East 45th Street, New York 17, N. Y. OREGON 9-4000

ABC/ABP

*Continuing inflation poses problem for drycleaners*

## Should You Raise Your Prices?

*Here's a clue from consumer reaction abroad  
... and suggestions on how to go about it*

By JOHN CARRUTHERS, C.P.A.

WHEN PRICE INCREASES are under consideration, this is the question most commonly asked by businessmen:

"Is there a point at which a price increase will price a commodity out of the market?"

A clue to the answer is illustrated by an experience this spring, when we visited the little town of St. Gingolph on the south shore of Lake Geneva. Window-shopping on the main street, we noticed a rather attractive sport shirt priced at 10 francs (\$2.32). Crossing a bridge over a small stream, we saw in the next shop window a similar shirt priced at 800 francs.

In both stores sales were being made without apparent price resistance.

The explanation was simple. The stream was the border between Switzerland and France, and the buying

power of the Swiss franc was 80 times that of the French franc.

### How consumers react to inflation

In terms of day-to-day transactions these differences in currency valuations do not appear to be important. The Frenchman is conditioned to paying thousands of francs for articles of small value, while the Swiss take a great deal of pride in the stability of their currency. In France attempts to check inflation by price and wage controls have been tried and abandoned, as has been the case in all recorded history.

If this difference between the exchange values of money in two adjoining countries were accidental, or a matter of choice of names of currency such as pounds and shillings vs. dollars and cents, it would be of little importance. It is a historical fact, however, that for nearly a century before

World War I, Swiss, French and Belgian francs, the Italian lira and the Spanish peseta were stabilized at values of slightly less than an American quarter. All have lost value because of war and unbalanced budgets; the Swiss franc by no more than the American dollar, while the French franc and the Italian lira have lost nearly all of their original value and are not yet stabilized. In the meantime the German Reichmark became worthless and was replaced by the Deutschmark which, because of a conservative government behind it, has become the basis for perhaps the most stable currency in Europe.

Of course, in those countries that have suffered from severe drops of currency buying power, the older people who had hoped to live comfortably in their declining years on insurance, savings and pensions have been badly hurt, caught between decreasing earnings and rising costs. Brutally speaking, however, this class will not have many years to live. Their places will be taken by those who have been happy to have their incomes rise higher than they had ever dreamed possible.

### What it means to the drycleaner

At this point, the reader may well ask what this has to do with drycleaning prices in the United States. Simply this, that Europe, with many independent countries as near together as our states, has been a laboratory wherein we may observe the effect of various degrees of inflation upon the people of the various countries. Here we may get an answer to our question, "Is there a point at which a price increase will price a commodity out of the market?"

The answer appears to be that in every country, after becoming adjusted to the current buying power of

*Continued on page 90*

**Don't advertise price increases either in newspapers or by bundle inserts.**

**Don't attempt to obtain uniform price increases by agreement with competitors or by association action.**

**Don't be afraid that your competitor will take all of your business if you increase prices before he does. (Your success may give him courage to bring his prices up to your levels.)**

**Don't be afraid to increase prices enough to establish a normal price-cost-profit relationship. (Remember that increases that are only pennies to customers can mean thousands of dollars to you.)**

**Don't assume that your average customers know or care what your price scales are if your quality and service meet with their approval.**

*Is residual odor your problem?*



## **SHELL SOL 105**

for most  
dry cleaning systems



## **SHELL SOL 140**

where high flash point  
is required and where  
low odor is important

**BOTH** are approved and listed  
by the National Institute of Dry Cleaning  
and Underwriters Re-Examination Service

### **SHELL OIL COMPANY**

50 WEST 50TH STREET, NEW YORK 20, NEW YORK  
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA





Invoices display announces treasure chest winners and creates sidewalk interest



## Treasure Chests Draw Customers

*New plant gets off to a fast start thanks to advance publicity and gala opening*

By RICHARD VINOCUR

THE HUNT for buried treasure seems to have a universal appeal. A promotion based on this human urge proved highly successful for a New York City drycleaner when he opened a new plant.

Continually growing for 13 years, Forest Hills Cleaners recently found it necessary to move. The old plant had been opened in 1944 in a strictly residential section. In 1952 a shopping center had sprung up around the plant, increasing business and eventually calling for increased space.

Fortunately, a location next door suited the situation and was available. Steps were then taken to modernize, expand and build up the old volume.

Owners Antonio and Dominic Sericea, father and son, had spent two months and \$40,000 in making over and remodeling their new building. The only remaining problem was how to tell the public of the new, convenient and "automated" plant that was about to be open for business. The

new plant is located near an upper-income apartment community.

The owners contacted an advertising agency and talked over a promotion plan that has launched the opening of the new plant in high style.

Fifteen thousand circulars telling of the new operation were distributed to 15,000 families in the Forest Hills area. Each circular contained a small key and invited the potential customer to come in and try it on one of the four colorful treasure chests located in the plant's call office. The chests contained prizes valued at \$3,500. The eight-page circular advertised the new plant, improved drycleaning services, quality cleaning at regular prices, box storage plans and 8- to 10-second counter service.

On opening day a gaily decorated merry-go-round was placed outside the store, music was piped out to the streets and all children were given free rides, colorful balloons and lollipops.

Parents came with their children, brought their keys and tried their luck on the treasure chests. About 500 keys were made to match the locks on the chests. Each winner received free drycleaning services for the garments he brought in at the time, along with the prize from the chest.

The campaign lasted two weeks and in the first week alone over 4,000 persons entered the store to try their keys. Over 50 winners received prizes during the opening week. Each treasure chest contained a different category of prizes. One held \$3 drycleaning certificates, another \$5 certificates, another \$10 certificates. The fourth chest contained big prizes such as clock radios, electric blankets and tea services.

The entire promotion ran about \$1,500 plus the cost of the prizes. The owners feel that they received more than their money's worth in new customers, increased sales and much goodwill. The program was a great

# ✓ CHECK

the many features and advantages offered by

# HUEBSCH

## DRY CLEANING TUMBLERS



**SAFETY FEATURES!** Standard equipment includes explosion hatch ... double-fused steam extinguisher valve ... explosion-proof motor ... padded ribs ... static electricity steam spray ... grounding connection.



**OPEN-END DESIGN** assures fast, efficient loading and unloading.



**STEAM COILS** of latest fin and tube construction.



**NEW, EASILY OPERATED DAMPER** for regulating air temperature.



**OVERSIZED PARTS** designed for added strength and long wear.



**LOW IN COST** and economical to operate.

**SIMPLE, EASY-TO-SERVICE.** All parts easily accessible.



**CHOICE OF ANY COLOR** at no extra cost.



**CHOICE OF FOUR SIZES:** 36" x 18", 36" x 24", 36" x 30", 42" x 42".

Ask your jobber for complete details, or write directly to

**HUEBSCH ORIGINATORS**

3775 N. Holton Street • Milwaukee 1, Wisconsin



**Customer tries key** on one of four treasure chests. Each order rated a key so everyone had several chances to win



**General manager Peter DeGennaro** promises eight to ten second service with automatic conveyor

success in that it not only familiarized old customers with the new store but it also brought in new customers who had never before noticed the old plant.

The keys themselves not only opened the treasure chests but they provided an opportunity to increase the sales volume of the new plant by 25-50 percent. In the old operation annual sales averaged \$100,000. The owners now anticipate a \$125,000 volume for the first year of operation and up to a \$150,000 figure in coming years.

The Scieccas, however, know that the promotion of the first few weeks is not enough to maintain a steady increase of business. With this in mind, they have made an effort to do a quality job. Their base price is \$1.25, but for more expensive suits and for custom finishing the price may go as high as \$2.50.

The new plant is 24 by 100 for a total of 2,400 square feet. Of this area 350 square feet are devoted to a tailoring department. Three tailors man a long counter-type table in making all requested paid repairs, and any other minor repairs that are found necessary. A small fitting room is also included in the plant layout.

The entire operation of setting up the plant was supervised by a machinery manufacturer and the Scieccas feel this made things much easier. The plant was designed to use synthetic solvent with the charged system.

The plant presently utilizes five presses but can add another one when the business calls for it. There are two 10 hp. boilers so if one fails the other takes its place with little difficulty.

The plant also boasts of the first automatic call-office conveyor in the community. The conveyor is 40 feet

long and has a capacity of 1,800 garments. The racks were completely filled after only two days had passed during the grand opening.

After some experimentation it was found that by using strip tags for identification, reversing the tag after bagging, and writing the hook number on the reversed tag, work was greatly simplified. The hook number is also written on the invoice which is filed numerically and placed near the conveyor control to save steps. This enabled the plant to have only one person watching the counter where two people tended the call office in the old plant.

The finished work is given an attractive appearance, the owners think, by being bagged in polyethylene.

#### Uniforms identify employees

Another device Forest Hills uses to add to the attractiveness of the plant is to uniform every employee. The uniforms are light blue with the employees' names on the right side and "Forest Hills Cleaners" written in script over the left pocket.

Along with the cash-and-carry business the plant employs two routemen who average about \$500 each week. The two routes are centered around the nearby apartments.

Forest Hills Cleaners specializes strictly in drycleaning. The plant doesn't do shirts because the owners feel they can't do both and do a good job.

In every way Forest Hills is trying to please and satisfy its customers. Promotion was the key to opening the door for greater sales, and the Scieccas feel that quality and customer satisfaction are the way to keep that door open. ■ ■



**Inside of plant** is designed to give customer a view of the automatic equipment

You'll be  
ahead with  
these  
Warco Products.



### TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

### SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.



### ALL-COLOR BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4. 5 lb. jars or case of 6.



### PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



### BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.



### SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



### W. D. P.

W. D. P. is Warco's Wet and Dry Pre-Spotter. Excellent on the wet side, dry side or when using a combination of both. Forms a clear emulsion. Free water rinsing. Compare W. D. P. with any other pre-spotting agent. By the gallon or case of 4.



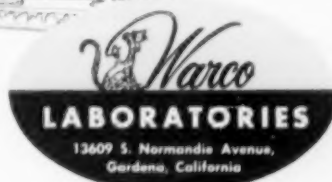
### CETIC-X-SOUR

A modern concentrated, odorless sour that bleaches stains, rust and corrosion in the souring process, and requires no rinsing. It is closer to the neutral point than glacial acetic acid and costs about one-third less. Safe to cellulose. By the gallon or case of 4.



SEND FOR OUR  
FULL LINE BROCHURE

ORDER FROM  
YOUR JOBBER TODAY





New Ontario executives, left to right: Lorne Gibson, Ken Gillard, Allan Wright

## Big Turnout at Toronto

THE BIGGEST ATTENDANCE of any convention ever held by the Dry Cleaners Institute (Ontario) turned up for the ninth annual meeting in Toronto, September 16 and 17. And it was successful because of the cooperation of every one of the 422 persons attending.

The two-day sessions at the Royal York Hotel began with the annual general meeting for members only, at which the committees reported and elections were held. This was followed by a talk from one of Canada's most prominent architects, John B. Parkin, whose subject, "Man the Pumps," dealt with employee-employer relations.

After a style show, "How To Please Your Consumer Public" was discussed by Charles Tisdall, a Toronto public relations consultant. William Browne, director of public relations, National Institute of Drycleaning, gave a review of the findings of the NID's Motivational Survey on why people do or do not use drycleaning.

A top advertising executive, Warren H. Wilkes, Tandy Advertising Agency, put forth some suggestions on how individual members of the association could increase their business through more intensive promotion and advertising. He described a program prepared by his agency for the Institute, which he said would do a general selling job for the drycleaning industry as a whole. According to Mr. Wilke, Canadians are among the most clothes-conscious people in the world, and it is up to the individual drycleaner to prove to them that his services can greatly enhance their appearance.

Mr. Wilkes also underlined the importance of public relations. He suggested that drycleaners associate themselves individually with various clubs and associations.

The second day's sessions included discussion of an arrangement whereby an outside laboratory, The Thomson Research Associates Ltd., would analyze garment damage. Institute progress reported included the formation of five new divisions, with a total of 42 new members, and organization of the Textile Reference Bureau, made up of representatives of several associations connected with the consumer, clothing and cleaning industries.

Petroleum solvents are now exempt from the gasoline tax because of the efforts of the Institute, it was reported. Another government impost, duty on cleaning machines of 65 pounds and less, was reduced from 22½ percent to 7½ percent.

J. H. Gibson, first president of the Institute, was elected honorary president for life. Ken Gillard, Oshawa, was elected president.

Other officers elected were: Lorne J. Gibson, Toronto, first vice-president; Al Wright, Hamilton, second vice-president. Board of governors: Mervyn Keith, Toronto; J. Lobel, Ottawa; W. McMillan, Gravenhurst; Len Austin, Toronto; Roland LaPlante, Sault Ste. Marie; Jim Joynt, Renfrew, and Bill Bunting, Toronto. Executive committee: Messrs. Joynt, McMillan, Bunting, Gillard, Keith, and C. Rennie, North Bay.

D. Hartley Currie, assisted by John Dillon, continues as executive secretary. # #

## WHITEFACE HOSTS EMPIRE STATERS

BLUE SKIES and a well-planned program lured over 140 persons to the New York State Launderers and Cleaners Association's annual fall conference, at Whiteface, New York, September 12-15.

Representatives from over 35 plants heard guest speakers George Y. Klinefelter and J. F. Buck. Mr. Klinefelter, an American Institute of Laundering director from District 11 and president of the Elite Laundry Company with plants in Baltimore, Maryland, and Washington, D. C., brought with him a vast store of knowledge acquired since he entered the business in 1924.

Mr. Buck heads the J. F. Buck Associates, counsellors in advertising and sales promotion of Harrisburg, Pennsylvania. Mr. Buck has held positions from a routeman to a general manager in drycleaning plants, and has interpreted and presented various advertising and public relations programs for the laundry and drycleaning industries.

Association president elected at the program is Paul Rickett, Sr., Rickett's Inc., Ballston Spa. He replaces Leo Ahern of Prime Cleaners in Iliou, Don Hall, Star-Palace Laundry of Rochester, is the association's new vice-president while Karl Wilke, Wilke Laundry Company, Albany, was re-elected treasurer.

Sports enthusiasts had a field day, with swimming and golf stealing the spotlight. Prizes for competition in the various athletic events were distributed Saturday evening at the banquet which closed out the conference.

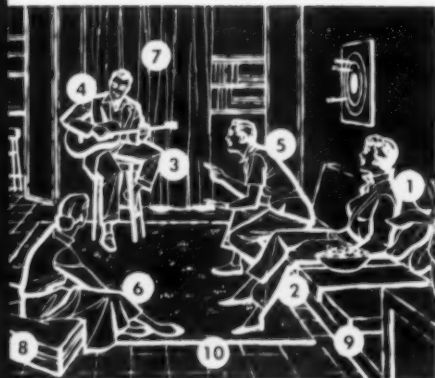
—Richard Vinocur



Recently elected president Paul Rickett, Sr., of the New York Association of Launderers and Cleaners, poses with past head Leo Ahern



They're a  
new kind  
of market...



Look at all the drycleaning dollars available in today's modern living . . . for the most part, not in existence a few years ago. (1) ladies' blouses, (2) ladies' slacks, (3) men's slacks, (4) men's sport coats, (5) men's sport shirts, (6) ladies' skirts, (7) drapes, (8) zip-off pillow covers, (9) furniture slip covers, and (10) scatter rugs. This ever-increasing use of drycleanable items is typical of the choice new markets available to you.

are you ready?

Ever stop to think about the change in the way you live now as compared to a few years ago? Your customers have experienced this change, too. Regardless of income or locality, virtually every family lives differently today . . . and this difference is *your* golden opportunity. Properly organized, you can use this difference to substantially increase the drycleaning per capita in your area.

Just as important, exciting things are happening to the *number* of people who make up your market. Do you know how many more new customers there are today as compared with five years ago? Do you know what the size of your market will be five years from now? Do you know what to do *now* to be ready for these changes and not be left at the post?

All these answers, and many more, are included in our booklet, "Growth From Within," a fact-filled study of current market conditions and the opportunities that they offer the drycleaning industry. Why not see for yourself what "tomorrow" means to *you*. Send for "Growth From Within" today . . . there is absolutely no charge (using the coupon on the next page is the easy way).

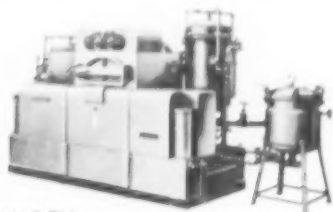
Expand...

the time is Now  
the equipment is-

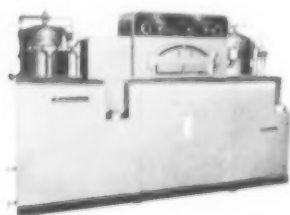
DETREX



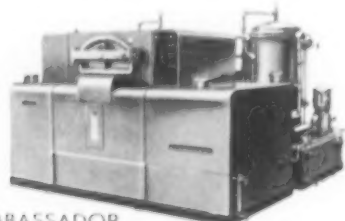
**CORONET**—  
60 to 80 lbs. capacity per hour.



**MONARCH**—  
100 to 140 lbs. capacity per hour.



**DIPLOMAT**—  
150 to 200 lbs. capacity per hour.



**AMBASSADOR**—  
Over 250 lbs. capacity per hour.

**SYNTH-O-SAVER**  
—Available in  
either 35 or 50  
lbs. capacity per  
load.



## MORE PROFIT . . . MORE SECURITY WHEN YOU EXPAND WITH

# DETREX

Detrex equipment is not only mechanically the finest equipment you can obtain, but every piece of Detrex equipment returns you high dollars of additional profits you won't get from other makes. With Detrex, your profits will increase two-fold . . . more profit from every sales dollar and more sales dollars, too.

You get more profit from each sales dollar because with Detrex you eliminate most of the double handling that runs up your costs for spotting, re-runs and wet cleaning. Your customers will see and feel the high quality difference in the cleaning. This will mean repeat sales and more customers . . . more sales dollars. This high profit benefit you receive with Detrex is but one of the reasons why Detrex is the best equipment for your expansion plans.

There are additional reasons why Detrex is the **RIGHT** equipment for your expansion plans. In operation and performance it makes it easy for you to expand. Such benefits as automatic quality control, the lack of maintenance problems, automatic filtration system with easy clean-out . . . all add up to your requiring only a minimum of managerial supervision in your new plant for the operation of the equipment.

## MINIMUM CAPITAL REQUIRED TO EXPAND

You who have the experience, the established credit, can expand easily. You can **LEASE** all your Detrex equipment, in many cases with no capital expenditure required, or, your Detrex distributor will assist you in financing all the equipment you require.

**DETREX CHEMICAL INDUSTRIES, INC.**  
Dept. K-70  
Box 501, Detroit 32, Michigan

- ☐ Send me new expansion booklet, "Growth From Within."
- ☐ Send complete information on the LEASE Plan.
- ☐ Send full information on the Detrex Process.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## NEW EXPANSION BOOKLET AVAILABLE

Write today for your copy of "Growth From Within." This booklet is written to assist you in your expansion plans. It shows you how to expand and explains the economic reasons for such a move. No obligation, of course.

# DETREX

**CHEMICAL  
INDUSTRIES, INC.**

**BOX 501, DETROIT 32, MICHIGAN**



Almost every customer, Gene Teper and office manager Pat Sasso agree, has taken time to read blowup of article

## One Step Ahead of the Rest

*Cleaner uses NCD article as nucleus for planned promotion*

IT'S NO WONDER that Gene Teper's Buchheim's Cleaners of Albany, New York, is a successful operation. Gene's ingenuity and cleverness have enabled him to be always at least one step ahead of the rest.

Recently NATIONAL CLEANER & DYER ran an article about Mr. Teper's efforts to create better trade relations between the drycleaner and the retail clothing stores in Albany. The article, entitled "Trade Relations — Grass Roots Style," told how Mr. Teper conducted clinics among retail salesmen of the various clothing stores, explaining cleaning characteristics of different types of fabrics.

Mr. Teper, no slouch when it comes to promotion, recognized an excellent opportunity to revolve some advertising around the NATIONAL CLEANER & DYER article. As soon as it appeared he ordered 25 extra copies. These he distributed to the local newspapers, the Chamber of Commerce, the New York State Council of Retail Merchants, and each of the larger retail clothing stores.

By RICHARD VINOCUR

Each of these copies either carried goodwill or produced some type of publicity for Buchheim's. The Chamber of Commerce was so pleased that a local drycleaner had received national recognition that it arranged for an article to appear in the United States Chamber of Commerce *Bulletin*.

The council of retail merchants included a squib about Mr. Teper in its monthly bulletin. It read, "A special commendation should go to Mr. Eugene Teper, a drycleaner at Albany, New York, and to the local retail stores who, in cooperation, have invited Mr. Teper to meet with their sales people to give full information regarding problems of cleaning various types of modern fabrics. A better education of sales people and of customers can save a tremendous number of headaches for all concerned."

Both newspapers did a piece on the NATIONAL CLEANER & DYER article. Here is where Mr. Teper went to work on his own. He contacted the *Kuicker*

*Knicker News* and arranged for an ad to appear on the same page as the article on his plant. A picture was used and Buchheim's got a full page

### Always Plugging

Gene Teper is always on the lookout for material that might have promotional value. When he noticed an article in *Good Housekeeping* magazine entitled "Seven Deadly Sins of Your Drycleaner," he felt his customers would be interested. Each of the sins was one Mr. Teper had been careful not to commit.

He contacted a friend who managed a news service and asked about the cost of obtaining 300 copies of the magazine. Since the newsdealer had only to send back the front covers after the "past newsstand date," he was able to send Mr. Teper the 300 copies free of charge.

Buchheim's owner had then only to cut out the articles and mail them with his regular monthly statements.

*Jean Smart*

learns the  
SHOCKING TRUTH  
ABOUT  
SHRINKAGE!



The sad truth is that garment shrinkage is an all too common complaint among today's quality-conscious dry cleaning customers. Lack of proper temperature control in many dry cleaning reclaimers often results in shrinkage problems that can lose customers *and* also lose repeat-business profits for you.

To eliminate the excessive heat which causes shrinkage, Hoyt engineers have now introduced a new Quick-Cooling Cycle in the Hoyt Super Fast Solvo Miser Series 57. The revolutionary new air-flow design not only assures better temperature control and faster, more efficient operation, but actually permits reclamation of the final traces of perc *while the cooling cycle is in operation*. This eliminates or greatly reduces the need for deodorization and gives garments a natural feel and finish which considerably reduce the cost of finishing.

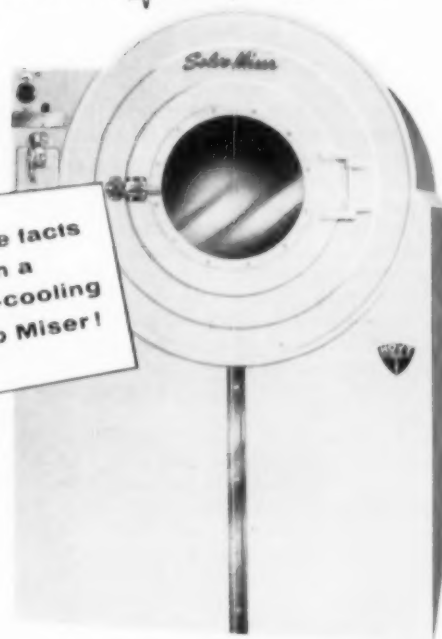


It's also true that the new Series 57 Super Fast Solvo Miser offers many more time and labor-saving features that pay off in easier operation and lower production costs all along the line. These include . . .

- A King Size Lint Trap . . . conveniently located at eye level . . . readily cleaned in just 27 seconds!
- Electric Timing System.
- Removable front panels which put coils, fan and fan motor within easy reach from the front of the machine!
- A wide range of sizes to match the capacity of any cleaning machine with a reclaimer of exactly the right size. These Solvo Misers are available with either automatic or manual controls to meet your specific operating requirements.

*Don't let excess temperatures  
shrink your profits...*

Get the facts  
on a  
quick-cooling  
Solvo Miser!



# HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

*Jean Smart* says:

**"How would you like to get involved?"**

**There's 10,000,000 new, profitable dollars  
if you're prepared!"**



To cash in on the lush new business of cleaning thermo-plastics . . . those deep-pile, furlike fabrics . . . you need *accurate control*, particularly in your reclaimers. Now you can order a Special Automatic Group of controls with the Hoyt Series "57" Super Fast Solvo Miser to provide the precision you need to handle this tricky but profitable business. The new Hoyt Triple Dial Control is the last word in Automation—permits complete flexibility of any or all cycles—reclaiming, cool down, or deodorizing—flexibility never before obtainable in solvent reclamation control . . . the operator has only to set the dials and is then free for other duties.



**Temperature control** — a must in cleaning heat-sensitive pile garments. Temperature is exactly maintained merely by setting a dial.

**Our new Loadrol** permits you to vary the cylinder speed to give the proper tumbling action for any size load or type of garment. Small loads, or articles requiring gentle tumbling, can be tumbled at slow speeds for full aeration and fluffing. If desired, you can completely stop the cylinder and still have reclamation! The new Loadrol allows the operator full freedom of speed selection — another Hoyt first!

**Automatic Water Cut-Off** — Water is shut off automatically when machine is not in use. No more going to the rear of the machine—or forgetting—to shut off the water.



Mister, here's the machine that equips you to go after that \$10,000,000.00 market — Let's go! **Mail the coupon today.**



With the Special Automatic Group you get an attractive, ever-clean Stainless Steel door casing and, of course, all the exclusive features of the regular Series "57" Solvo Miser — King Size Lint Trap, Removable Front Panels, Wide Selection of Sizes.

**HOYT**



*Make more profits automatically*

**HOYT MANUFACTURING CORP.  
14 Forge Road, Westport, Mass.**

Mail me today information on the Special Automatic Group Solvo Miser.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



of preferred space in the Saturday magazine section of the paper. Cost of the ad was \$100.

Next Mr. Teper had a blow-up of the article made for his call office. Just about every customer who entered the plant stopped to read the article and Mr. Teper was complimented by one and all. Cost of the blow-up was \$25.

#### Direct-mail opportunity

The ball was rolling and to help it along Mr. Teper contacted a publicity agency. He wanted to assemble a four-page mailing piece to send to his customers and others who would be interested.

A letter from Albert Johnson, director of trade relations for the National Institute of Drycleaning, was used on the front cover. Mr. Johnson wrote, "I have just read in the NATIONAL CLEANER & DYER of your good work in carrying on a trade relations program at the local level among retail merchants of Albany."

The NID executive then went on to tell of the Institute's efforts in effecting better trade relations at the national level. But, he said, the Institute cannot do the kind of work needed at the "grass roots," cultivating harmonious relations among those groups in the community who are involved in the textile picture. He concluded, "We want you to know that you have our every encouragement in your endeavor and that you can count on our cooperation in all reasonable ways."

The two inside pages of the direct-mail piece and part of the back cover contained a reprint of the NATIONAL CLEANER & DYER article. The remaining space on the back cover was filled with a small advertisement on Buchheim's services.

The two paragraphs over Mr. Johnson's letter, explaining the mailer, read, "Buchheim's, 'The House of Better Dry Cleaning Since 1883,' receives national recognition for their efforts in protecting YOU, the consumer. . . . Reading this article from the NATIONAL CLEANER & DYER magazine of May, 1957, will help you in purchasing your garments and choosing your cleaner."

#### How customers respond

The publicity agency had the mailer printed up and sent to a select list of people called its "country club list." Thirty-three hundred persons in the area earning upwards of \$10,000 annually received the mailer. Another 300 reprints were included in Mr. Teper's monthly statements to his customers. Entire cost of this project, including postage, was \$325.

As the promotion began to pick up

## WONDER Shop

TELEPHONE 4-0101

INFANTS, CHILDREN, TEEN AND JUNIOR WEAR

SIXTY NORTH PEARL STREET  
ALBANY 1, NEW YORK

February 10, 1957

Mr. Gene Teper  
Buchheim Cleaners  
432 Central Avenue  
Albany, New York

Dear Mr. Teper:

A famous branded snowsuit was returned to us by a Mrs. Kiefer, residing at 850 Washington Avenue, here in Albany. Her reason for the return was after cleaning the garment by the prescribed method recommended by the manufacturer, the garment ran to the extent of the red bleeding all over the white.

I inspected the merchandise myself and considered it unsatisfactory for future wear. Since your reputation for rejuvenation of garments ruined by other cleaners has reached me by word of mouth from other retailers, I decided to give your firm the supreme test and sent the garment to you.

Upon its return, I was completely amazed as it was impossible to distinguish this snowsuit from a brand new one. In passing, our Mrs. Kiefer was thrilled and delighted with the results, to the extent that Buchheim Cleaners and the Wonder Shop have created good will which money can't buy.

It gives the writer great pleasure in the realization that people still take pride in their work and endeavor to be the best in their field. Mr. Teper, your firm is a credit to our community and our sincere thanks for your assistance in this matter.

I am confident of the existence of a long and happy association between our firms.

Yours very truly,

WONDER SHOP

*Richard R. Lauterback*  
RICHARD R. LAUTERBACK

The letter reproduced above was sent to Buchheim's Gene Teper by Richard R. Lauterback of the Wonder Shop, one of Albany's leading children's outfitters. It illustrates success of Mr. Teper's continuing efforts to establish a bond between the drycleaner and the clothing retailer. It also indicates high regard of Albany retailers for Buchheim's owner.

steam, more and more customers stopped in to congratulate Mr. Teper and thank him for the work he was doing. He received such comments as: "Thank you so much for taking such an interest in us women," "You only get what you pay for," and "I've never had confidence in a cleaner before I came to Buchheim's."

One customer who lived quite a distance from the plant and was a route pickup-and-delivery customer made a special trip into town to congratulate Buchheim's owner.

Eventually, Mr. Teper ordered another 25 copies of the magazine to fill more requests and to distribute to his employees. Even the employees were being congratulated and were, of course, proud of the article.

In several instances, persons Mr. Teper had lost contact with called to comment on the article. One person said he had picked up the magazine and read the story. When Mr. Teper asked where he had picked up the

magazine, he found that his dentist had placed a copy in his waiting room.

The handling of the promotion made it a success, but Mr. Teper won't stop here. He plans to continue cultivating better trade relations.

In a letter to Art Schuelke, NATIONAL CLEANER & DYER editor, Mr. Teper thanked the magazine for doing the story. He said, "Your story has certainly added to our 75 years of prestige, which, of course, we value very highly. We received many compliments from customers, both old and new, thanking us for taking an interest in consumers welfare."

"I find that the merchants generally are very cooperative and I am sure that if cleaners throughout the country would follow this procedure, eventually a serious problem could be remedied and our industry would gain much needed prestige."

As we said before, Mr. Teper is one step ahead of the rest. # #

NATIONAL CLEANER & DYER



## the new Garment Quik-Pac

*three-dimensional, "Designed Packaging" garment bag  
gives you extra neatness for extra sales*

Merchandise your fine work...sell a more handsome "finished package" that brings extra repeat business...at no extra cost to you. New Garment Quik-Pac gives you faster loading, better garment protection. Gussets on both sides of bag open out when it is slipped over suit or dress, protecting against creases or wrinkles in sleeves. Available in white, natural and colors; plain, or printed with your advertising message.



### Other members of the Gaylord Family

#### ...new FAMILY QUIK-PAC

Gives you strong, neat, square family-laundry packages in half the time needed to wrap ordinary lumpy bundles. Save you space because they stack perfectly.

#### ...new SHIRT QUIK-PAC

For modern shirt packaging. Cost-savings up to 50%...shirt boards eliminated...lower unit cost than boxes. Load four to six packages per minute!



*For information, write*

**GAYLORD CONTAINER CORPORATION**

Division of Crown Zellerbach Corporation • General Offices ST. LOUIS

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT PAPER AND SPECIALTIES • KRAFT BAGS AND SACKS

## N.I.D. NEWS

**Post-Convention Trip Arranged:** As a pleasant adjunct to the NID annual convention in Miami, January 15-18, the Institute has announced that following the meeting an air-cruise from Miami to Havana, Cuba, will be available to drycleaners and their families. From January 19 through 22 participants can enjoy sightseeing and relaxation in a program arranged by the United States Travel Agency.

Cost and further information may be obtained from Joseph M. Moran, The United States Travel Agency, 807 15th St., N. W., Washington 5, D. C.

##

**Film Shows NID at Work:** A film showing the NID in the process of developing a method of applying a crease-retaining and wrinkle-resistant finish to cotton garments has been released to more than 160 television stations. Produced by the Department of Agriculture, the film was made at the Institute's cleaning plant in Silver Spring, Md. The government agency is sponsoring the project.

##

**1958 Courses:** Openings are available for either of two winter courses to be offered at Institute headquarters. The forty-third management course will begin January 27, and will last for four weeks. The one-hundred-first general course, running for 12 weeks, starts January 6.

Catalog, application and further information will be sent on request to The Registrar, National Institute of Drycleaning, Silver Spring, Md.

##

**Dyes Damage Car Coats:** The Institute has mailed a news release on the subject of car coats that develop stains from fugitive dyes contained in their interlinings. The NID believes that the problem will become even greater next year unless preventive measures are taken by the manufacturers.

The difficulty is encountered on coats made of cotton poplin and other lightweight cotton fabrics that are interlined with wool shoddy. Examination of the shoddy shows the presence of colored rayon and cotton fibers in addition to the wool. The predominant

staining colors are blue-black and red, depending on the dye content of the shoddy.

Any wetting of the fabric that might occur in use, or that may be necessary in spot and stain removal work in drycleaning, causes the highly fugitive dye in the interlining to stain the fabric. The Institute has not found any satisfactory way to correct the damage, or prevent it from happening, if the soiled condition of the coat demands treatment with spotting compound containing water.

According to W. Clay Hardin, chief of the Institute's textile analysis service, the problem may be solved through a more selective use of rags for garmenting, since it appears in some cases that only certain fibers present in the shoddy contain the fugitive colors.

##

**Current Literature:** Chiffon is a popular item with the ladies and occasionally a pesky one for drycleaners. Fabrics-Fashions Bulletin FF-35 gives tips on handling chiffon garments for salesgirls, drycleaners, wetcleaners and finishers. Also in this pamphlet is a discussion of the shrinkage problems in brocades, cotton knits, wool jersey, Orlon and wool jersey and fleeces.

"Streaks and Swales in Drycleaning" is the title of Technical Bulletin

362. The NID reports that this condition occurs most often in processing silk loads and coat linings, and gives suggestions for preventing this problem.

"Handling Fabrics Containing Metallic Yarns" is the theme of Fabrics-Fashions FF-36. The booklet outlines the most common causes of customer complaints and gives the drycleaner practical tips on the nature and characteristics of metallic yarns.

A successful preventive maintenance program is based upon a sound, systematic inspection of all operating equipment, states Management Bulletin M-49. Prepared by Charles R. Riggott, NID staff industrial engineer, the bulletin shows what equipment to inspect, points to examine, frequency of inspection and scheduling of the inspections. Mr. Riggott warns that a good program must be tailor-made for each installation. Suggested forms for recording the information are illustrated in the booklet.

The effects of drycleaning on flameproofed fabrics should be of interest to any drycleaner who is ever called upon for advice on flameproofing procedures. Eight flameproofing agents currently available were tested in the NID laboratory, and the results are given in Technical Bulletin T-363. The bulletin notes that flameproofing products are not intended to produce a fireproof fabric, but to retard flame which has already started.



**Drycleaning Students Graduate:** Donald J. Bagert of Bagert's Dry Cleaners, New Orleans, La., topped a class of 16 students in the ninety-ninth general course offered by the Institute. For his average of 94.61 percent Mr. Bagert was awarded the John P. Gray Memorial Scholarship to the Management course. Runner-up was Martin H. Blieternich of Veterans Administration, Eugene, Ore., with an average of 91.21 percent.

The roster of students included, left to right, bottom row: Donald J. Bagert; Robert L. Lehman, Lehman &

Sons, Springfield, Ohio; Robert S. Harris, Jr., Johnson Forrester, Inc., Durham, N. C.; Georgia May Egbert, Excelsior Laundry and Dry Cleaners, Albuquerque, N. M.; Juliet Nicoletti, Silver State Laundry Co., Denver; Martin H. Blieternich; James Wong, Quong Sing Laundry, Newport, R. I.; Robert Lee Smith, French Way Cleaners, Des Moines.

Top row: Ralph R. Mossey, Carls Cleaning & Launderers, West Palm Beach, Fla.; Don J. Caruso, M & B Cleaners, Hammonton, N. J.; Joel A. Levine, Hillside Cleaners, Medford,

# **WE KNOW YOU LIKE IT**

## **"STRAIGHT FROM THE SHOULDER"**

Almost a century of association with the cleaning industry has proved to us that you like your talk "straight." That's why, when we tell you about our new dry cleaning detergent, **KONTROL**, we can only guarantee to give you your money's worth in *real dry cleaning performance . . .* with exceptional water-soluble soil removal.

**KONTROL** is not a detergent to *try* . . . it is one to *use* because we know that from the very first order, you will be another satisfied **KONTROL** customer.

You will certainly want to know more about this fine product, so just ask your Eaton jobber. That's "Straight from the Shoulder," Mr. Dry Cleaner.

P. S.—If you haven't a copy of Eaton's Dry Cleaning Story, you'd better write now!

Eaton Chemical and Dyestuff Company,  
1490 Franklin Street, Detroit 7, Michigan.  
*Canadian Plants: Toronto and Windsor.*

Mass., James C. Montgomery, Propst Cleaners, Kirksville, Mo.; Harris B. Wall, Martin County Cleaners, Stuart, Fla.; Franklin R. Wilson, Veterans Administration, Durango, Colo.; Charles W. (Jr.) Hatcher, Hatcher's Cleaners, Bristol, Tenn., and Dan H. Coker, Fifth Street Cleaners, Hartsville, S. C.

##

**Consumer Leaflets:** Two handy counter cards and consumer education leaflets on chiffon and metallic fabrics are being offered by the Institute. An attractive counter display can be arranged by standing the card in a wrought-iron frame, with the corre-

sponding leaflet in a plastic holder. The face of the counter card tells the customer about the fabric; the back tells the counter girl what she should know about it. In addition to over-the-counter distribution, the leaflets are excellent for use as statement and package inserts, and for placing over hangers.

Information and prices are available on request to the NID.

##

**Notes on Metallic Yarns:** In a recent news release for consumer publications the NID discusses the properties of metallic yarns. These are used in every conceivable fabric construction

from sheers and chiffons for evening, crepes and matelasses for afternoon, to luxurious velvet evening coats and wool daytime dresses.

All metallic yarns are subject to abrasion or rubbing in wear. The imported yarns made of gold- and silver-plated copper filaments have a tendency to tarnish with wear and drycleaning. American-made yarns give much better performance in use, but some of these have limitations, too.

The NID urges consumers to consult their drycleaners if there are any questions regarding the care and cleaning of household or wearing apparel items containing metallic yarns.

## ASSOCIATION NOTES

**Local Elections:** A. E. Carde was recently installed as president of The Cleaners and Launderers Association of Greater St. Petersburg, (Fla.). R. H. Fraze was named vice-president, John McGinn secretary and M. H. Glazier treasurer. The directors include Bert Watts, Michael Lagos, Walker Howard and N. H. Glidewell.

##

**Local Meetings:** Many members attended the first county meeting of the Suffolk (N. Y.) chapter of the Neighborhood Cleaners Associations. Key point on the agenda was group advertising. In addition to poster promotion members approved a series of four newspaper ads on a continuing basis.

Rolland Heon, president of the Sonoma Valley (Calif.) Dry Cleaners Association, chaired a recent meeting of the group. Local drycleaning business problems were discussed.

About 1,500 Montreal drycleaners are scheduled to receive a bilingual bulletin, a new publication issued by the Montreal Wholesale Dry Cleaners Association.

##

**North Dakota Groups Unite:** A new organization, the Laundry and Cleaners Association of North Dakota, was recently formed at a meeting in Jamestown. The Laundry Owners Association of North Dakota decided at this year's convention to invite the drycleaners to join in one organization in order to unify promotion, legislation and education programs.

Officers of the laundryowners group

will serve until the next convention, scheduled to be held at Jamestown April 12-13, 1958. The slate includes Ben Torgerson, president; Leslie Lange, vice-president, and Harold Reed, secretary-treasurer.

##

**Jerseyites Plan Affair:** The Dry Cleaners Guild of New Jersey has announced that the Bergen County Guild Division will hold its second annual testimonial dinner dance at the Aldercross Country Club in Demarest, N. J., November 9.

##

**Garment Dyers Plan New Program:** A comprehensive agenda of new activities was proposed by president Irving Duffen at a recent meeting of the Garment Dyers Guild of America.

##

These activities will be directed by the newly named executive secretary of the group, Harry A. Shinnick. An official newsletter called the "Dye-gest," a weekly publication, will be issued to all members.

Mr. Shinnick also reported that members will be provided with promotion material to use in developing more business from all types of customers. Mr. Shinnick operates from Guild headquarters in the Flatiron Building, Norfolk, Va.

**SLRA Meeting Features:** A series of 19 in-plant questions were discussed by a panel of experts at the annual meeting of the Suede and Leather Refinishers of America in Chicago. The answers will become part of a technical bulletin to be issued to members as a permanent reference and guide in meeting these problems.

Certain difficulties faced by leather cleaners are similar to those faced by cleaners, that is, faulty manufacture. Just as with fabrics, when processors use imperfect methods on leathers, the cleaning treatment exposes those flaws.

Plastic finishes will peel off leathers; poorly processed suede will crack and shed; "scars" of second-rate leather will show and have to be covered; sometimes, in marking prices, a retail clerk will get an indelible ink stain on a garment. These and other mistakes have to be corrected.

In addition, of course, are some of the routine problems met with even the best of leathers—matching delicate shades, changing colors, fading and shrinking.





LOOK WHAT YOU CAN DO WITH

# REG. U.S. PAT. OFF. **SCOTCH** Brand Tapes

## **Mark Flaws and Spots**

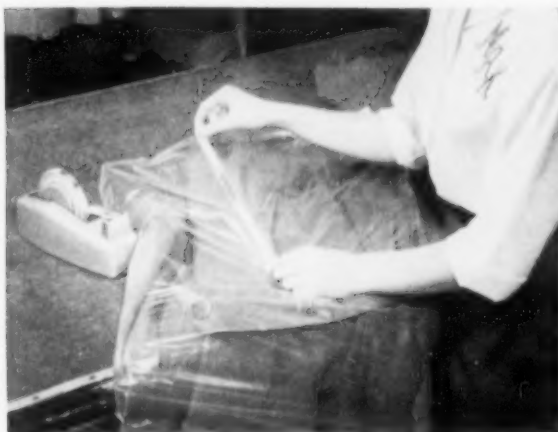
with "Scotch" No. 246 COLORED TAPE



**STICKS TIGHTLY** to fabrics, yet removes easily leaving no residue "SCOTCH" Brand No. 246 Tape marks flaws and spots in a wink to speed work flow, save costly duplication of effort. Use it for bundling hangers and packages, too!

## **Mend Bags Neatly**

with "Scotch" Transparent CELLOPHANE TAPE



**FAST, EASY REPAIRS** "SCOTCH" Cellophane Tape mends torn bags and bundles with lightning speed—sticks tightly to polyethylene, pliofilm, cellophane, kraft papers. Ideal for sealing packages, too . . . or attaching route slips, mending office records!

**SEE YOUR SUPPLIER TODAY** FOR THESE WORK-**SAVING** TAPES AND HANDY DISPENSERS

REG. U.S. PAT. OFF.  
**SCOTCH** BRAND TAPES  
for the **CLEANING INDUSTRY**

- \* *Boost efficiency . . .*
- \* *Cut handling costs . . .*
- \* *Improve service!*

The term "SCOTCH" is a registered trademark of the 3M Company.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW



*Best way to get finer cleaning at less cost—*

# Specify Honeywell Humidity



*You save on spotting time—because the Honeywell system adds moisture to the garment in the washer. Spotting is necessary only on the most stubborn garments.*



*You save on pressing time—labor costs are less because presser spends less time per garment. And because fabrics come from washer with fewer wrinkles, pressing reruns are reduced.*

**Honeywell Humidity Controls—now available on leading washers. Or you can order**

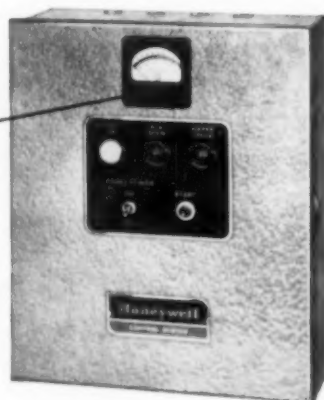
You get consistently fine cleaning *only* if the solvent relative humidity in your washer is correctly matched to the needs of each clothes load.

That's why more and more progressive washer manufacturers are making Honeywell's Relative Humidity Control Panel standard equipment on their washers—or accommodating their washers for field installation. *The W404 panel gives complete sensitive and accurate control of your solvent, plus immediate visual indication.*

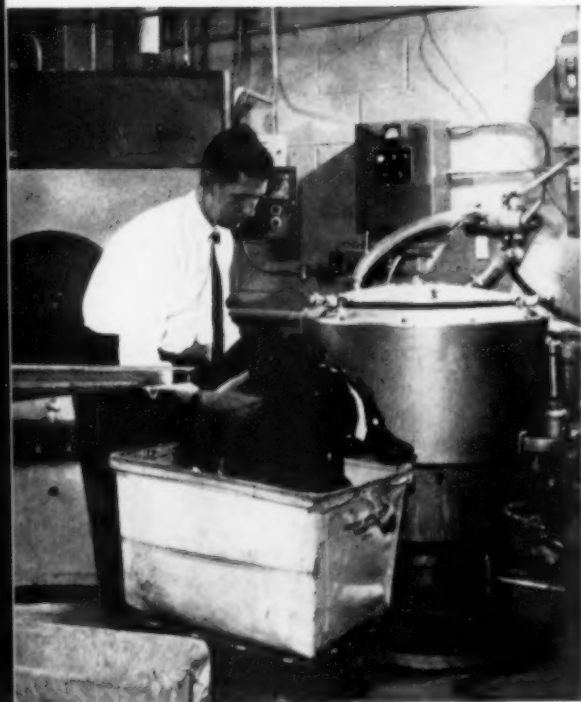
The Honeywell W404 Humidity Control Panel can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is required.



*Actual relative humidity reading at a glance—with Honeywell's W404 Electronic Humidity Control Panel. Response of the ultra-sensitive W404 is immediate, too.*



# Controls on your next washer!



*You save on washer operation*—easy to operate, you don't need highly trained operators. So little supervision is required that if regular operator is out for a day, a substitute can easily handle the washer.

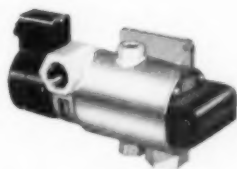


*You end customer complaints*—there is less spotting, wrinkling and shrinkage—brighter colors, fewer breaks . . . less color bleeding and fabric piling—all this means more *satisfied* customers for you.

**any-make washer with mounting facilities for easy field installation.**



*Gold Grid Humidity Control*—reacts immediately to slightest humidity variation. Adds water the exact instant clothes need it.




*Vapo-Lator\**—gives precise measure of water content of dry cleaning solvent mixture. Insures correct metering of water into washer.

*Do you know which washers come with the most modern humidity control? Send for recommended list of washer manufacturers offering Honeywell Humidity Controls as standard equipment.*

Call your local Honeywell office, or write Minneapolis-Honeywell, Dept. ND-11-222, Minneapolis 8, Minn.

## Honeywell

\*Trademark  *First in Controls*

# SOLVED!



## MOTOR BURN-OUT IN VERTICAL VACUUMS

### LAMSON

Unit-Type Dryset® Air Vacuums  
*Now Equipped with Lifeguard Fan*

When the motor of your old-fashioned, out-moded vertical vacuum burned out you were out of business until it was fixed or replaced. Now, from Lamson comes BIG NEWS for the industry . . .

Every New Lamson Unit-Type Dryset is now equipped with a built-in lifeguard fan. The principle involved is a reverse air flow created by this second fan which sets up a heat barrier between head and motor.

This great improvement is yours at no extra cost!

Remember, only Lamson offers a full line of Unit and Horizontal-Type Air Vacuums to handle from one to 250 presses. There's one for your pressing needs.

## LAMSON

### LAMSON CORPORATION

205 Lamson Street, Syracuse 1, N. Y.

Plants in Syracuse and San Francisco  
Offices in Principal Cities

**For Further Information,  
Clip To Your Letterhead**

☐ Send me the facts on New Lamson Unit-Type Air Vacuums.

☐ Send me a Dryset Bulletin and Plant Survey Sheet, without cost or obligation.

205

## HOW THE PUMP WORKS

*Continued from page 44*

Here we have a somewhat smoother substitute for the bucket brigade than the reciprocating unit, in that we have a continuous filling process on one side of the pump (the suction side) and a continuous dumping action on the discharge side. Furthermore, each tooth slot full of liquid is certain to be pumped out the discharge end and one form of this class of pump is known as a positive displacement pump.

You can see, however, a definite limitation developing. If you were to try to pull hot water (as from a wash-wheel discharge) you would be so close to the temperature point where this water would flash to steam that you would fill the teeth slots with a mixture of steam and water, with most of the space steam. The pump could not discharge this steam completely and soon the pump would be vapor-bound with no water moving at all.

### The centrifugal pump

When the electric motor became freely available the motion of the wheel was easy to develop. Pump designers were quick to advance ways and means of achieving pumping with this scheme. In short, in came the centrifugal pump.

With this design (Fig. 3) the wheel is made up of a number of buckets separated by vanes. This liquid is led to the center of this wheel or eye, as it is called, and as the wheel starts spinning the liquid is sucked into these buckets. But now, unlike the rotary pump, a new stunt is tried. You'll note in Fig. 3 that the arrows show how the liquid spills out of these individual buckets and into the pump casing or shell. This shell has a special shape, called a volute, which gets further away from the wheel as you follow it around from the inlet or eye of the pump.

When the solvent splashes out into this casing it is moving with a force given it by the wheel. Still more buckets come in on top of one another and the whole mass is pushed toward the discharge as the arrows indicate. The result is a most effective method of moving liquids or pumping.

### Applications

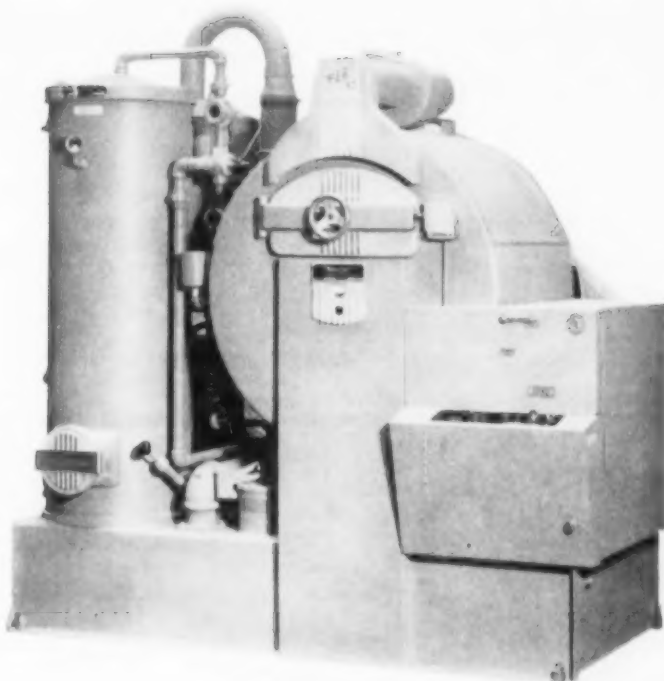
The best summation we have seen of pump applications appears in Table I. In this table you will note a number of divisions under the three major types of pumps we have described above. These divisions are there for



**We've got it . . . built-in!**  
**MUCK RECOVERY UNIT**

Recovers two to four gallons of Perc per daily back-wash . . . PLUS keeping Monel Tubular Filter sludge-free and clean . . . and at efficient low pressure for fast circulation of solvent.

Optional on all Mercury Perc Units, and on all separate Monel Tubular Filters. Sludge transfer by quick-opening valves . . . no handling. Minimum steam consumption.



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

# mercury numatic

## PERCHLOR

44-lb. units  
 Muck Recovery Unit (optional)

## PETROLEUM

48-lb. units  
 140-F or Stoddard

Anyone in your shop can operate the fully automatic Mercury Numatic . . . with better results and lower costs . . . because the TIMER never forgets or delays. Labor savings . . . at minimum wage rate . . . easily pay for your Mercury . . . on lease or purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

## 4500 SUCCESSFUL MERCURY OWNERS

Many larger Cleaners choose two Mercury Units for better load classification



CLEANING SYSTEMS, INC.



1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710



special reasons. For example, the capacity or the quantity of liquid you would want to move, the nature of that liquid, the pressure at which you want to deliver it, the temperature you are handling all have very definite influences upon just which of these many designs would work best in your installation.

Once the pump is selected it has to be tied into a piping system. As a general rule the suction pipe for any class of pump should never be of a smaller diameter than the pump inlet connection. Preferably the suction pipe should be two or more pipe sizes

larger than this inlet connection. This ensures a low friction-head loss in the supply piping.

Fig. 4 shows a number of important pointers to keep in mind when planning suction lines for horizontal centrifugal pumps. You will note in drawings (a) and (c) that air pockets can form in the suction piping and such arrangements as shown in these sketches should be avoided. An eccentric reducer like that in drawing (b) will eliminate this problem, or sloping the suction pipe up toward the pump will serve in much the same way. Air pockets can form in the high

spots of any piping system and if this high spot is at the pump's suction intake the pump will pull this air and lose its prime.

On double suction pumps avoid short radius elbows [drawing (e) in Fig. 4] because more solvent tends to go in on one side of the impeller than on the other. Such an unbalance can put an undue strain on the pump's thrust bearing and lead to rapid failure. A reducer such as that shown in (f) works well on double suction pumps.

Drawing (g) shows the preferred way for piping up horizontal centrifugal pumps. To prevent vibration being transmitted to the pump, support both the suction and the discharge piping independently at the same point close to the inlet and outlet flanges.

#### Conclusion

Remember both the rotary and the reciprocating pump are positive-displacement designs. In them the liquid is not "thrown" as by a centrifugal pump but actually trapped and pushed around in a closed space. With the rotary pump this closed space is formed by slots between gears or similar devices and with the reciprocating pump by the piston chamber and the stroke of the piston.

The rotary-type pump combines the constant-discharge characteristic of centrifugal designs with the positive discharge feature of reciprocating units. The one difference here is that the rotary pump's discharge is constant and that of the reciprocating pump pulsates. # #

#### HE WOULDN'T TAKE NO

*Continued from page 60*

Chamber of Commerce. All said the land had value and felt building the plant would probably be profitable as well as ease the eyesore. But they felt developing the site would be an expensive proposition.

Without being discouraged by these interviews, Mr. Marchini went ahead and contacted the president of the industrial firm. Using his sales background he brought out several points that influenced the firm's president to consider his proposition. Mr. Marchini explained that the community needed such an operation, that it would help clean up the area and that it would not disturb the activities of the industrial plant, besides being a service to the community.

He offered the firm what he thought

## THINGS HAVE CHANGED



I know, because I operate our new POLY-MAT. It's a pleasure working with the glamorous, sparkling polyethylene. My work is lighter—and every bag comes out the perfect length for the garment. The boss is happy too! He says he pays no more for the poly than he did for the paper bags—and I know we've increased our business. Anyway, why wouldn't he be happy, listening to all the complimentary things the customers have to say about our POLY-MAT packaging.

#### Special POLY-MAT Features:

- Completely manual operation — light pressure on actuator bar cuts and seals bag.
- Smooth, safe cutting with a safety recessed wire element.
- Separate thermostatic controls for sealing and cutting. For perfect cut and seal, adjust individual thermostat to proper temperature.
- No service problems; any parts subject to wear available locally and replaceable by any counter-girl.
- Best of all—a new low price for a quality machine, completely guaranteed, and delivered with two additional wires for sealing and cutting.

**\$395.00**

F. O. B. Toronto

• Also available: fully automatic, air-operated POLY-MAT

### POLY-MAT MANUFACTURING CO.

1166 WESTON ROAD • TORONTO • ONTARIO

In Canada: Regal Paper Products, 72 Kincort St., Toronto

# DICALITE 7

**BARS THE DOOR  
TO STATIC AND  
ITS FRIENDS**



**Your supplier will  
furnish you with  
DICALITE 7  
if you ask him for it  
—by name!**

Actually, you don't care a hoot about static itself — just its dirty little companions . . . Linting, Dusting, Dulling of Colors, Graying of Whites. But Dicalite 7 keeps 'em *all* out, never gives them a chance to get in. Hundreds of top drycleaners agree — we've got their letters in the file.

What is Dicalite 7? It's a top quality diatomite filter powder, treated by a special exclusive process so that it not only filters the solvent sparkling clean, but makes it conductive as well. Static never gets a foothold, so linting, graying, dusting and dulling can't get their dirty work. Result — fewer re-runs, less spotting, better cleaning; garments are ready on time, customer satisfaction grows greater all the time.

There's no other filter powder like Dicalite 7 — it's exclusive with Dicalite. Another good thing to know — Dicalite 7 doesn't cut the charge in charged system cleaning, in either the one-bath or two-bath method.

DICALITE DEPARTMENT  
Great Lakes Carbon Corporation  
612 South Flower Street  
Los Angeles 17, California

Dependable  
GLC  
GREAT LAKES  
**Dicalite**  
DIATOMACEOUS MATERIALS

# PROVED DEPENDABLE BY DRY CLEANERS! VIKING SOLVENT PUMP

Performance with hard usage has proved that dry cleaners can depend on this Viking V-belt drive pump to move solvents efficiently. It always delivers a smooth, even flow. It is Underwriters approved. Better install them in your plant!

*Note these features:*

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required

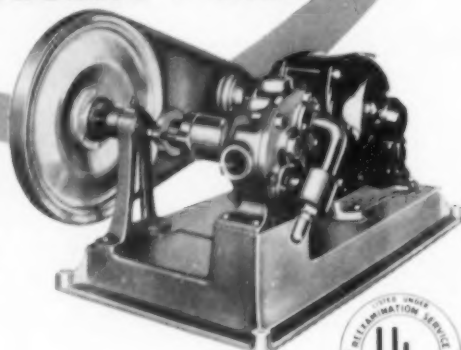
For complete information write for bulletin Dq.



## VIKING PUMP COMPANY

Cedar Falls, Iowa, U S A In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.  
See your classified Telephone Directory.



to be a reasonable bid on the property. Contrary to opinions he had received, his bid was accepted, and he went ahead with plans to build.

The entire cost of land, building and equipment ran close to \$100,000. When the plant was first opened a

sign was put in the window announcing the opening. With very little fanfare volume for the first week reached \$800. After the year was over, Spruce Cleaners found that it had averaged \$1,400 a week in sales volume.

The need for such a plant was cer-

tainly verified by the way the sales volume rose steadily and consistently. Appeal and convenience are given credit for the rapid growth of the plant.

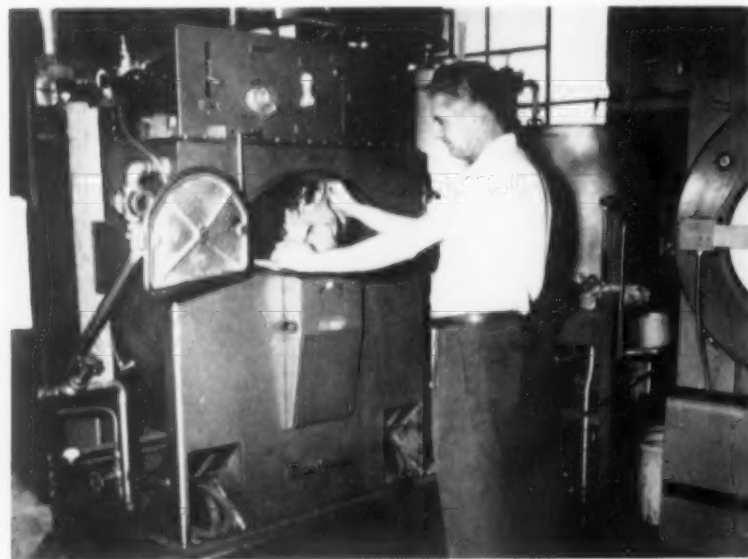
When Spruce Cleaners first opened a 35-pound cleaning unit was installed but after only one year, the plant had to get a 70-pound machine to keep up with the demand. The plant employs 13 persons, including four part-time counter girls. Three girls work on shirts, two girls on assembly, one man on cleaning and spotting, one man on marking and bagging or shirts, and there are two pressers. The two pressers have a combined total of 60 years experience in the drycleaning field and are able to handle all the work between them.

All 5,000 square feet of Spruce's plant are themed in the green-and-white decor that emphasized the operation's symbol of the spruce tree.

When the building went up, covering an acre of land, Mr. Marchini allotted space for two other operations. One is a shoe repair shop that has its own entrance but can be reached through the Spruce call office. It is privately owned and the owner pays rent to Spruce for the space. Both the shoe repair and drycleaning services benefit each other as business builders.

The third section of the building is rented out to a beauty parlor. Mr. Marchini chose this type of business because it would not take up much room in his 15-car parking lot and would not draw attention away from the main drycleaning building.

Thus, by following through and selling himself to the proper people, Spruce's owner has been able to be of service to the community, to clean up an unsightly corner, and at the same time develop a profitable drycleaning operation. # #



Newest equipment is used by Spruce. Electronic controls have also been installed

## HOW TO SELL 28-CENT SHIRT

*Continued from page 40*

lines from 1 inch to 1½ inches in diameter. Hot water is produced in a tank of 500 gallons (U.S.) capacity. Steam condensate produces all the hot water they need. There are coils running through the tank which carry the return from the drycleaning plant and the shirt presses.

Should extra heat be needed, there is a pipe hook-up that permits steam direct from the boiler to enter the tank coils. If this should be done, a valve bypass arrangement diverts the condensate direct to its regular tank. Water in the area runs about eight

# For Proven **RELIABILITY** Insist On *Adjusta-Form*



Today — it pays to compare Form Finishers. If you are to get fast production, you need the machine that lets the operator work rhythmically — without lost motion. If you want unvarying high quality finish work — check Adjusta-Form. It's the one form finisher that assures positive steam control for any size garment—regardless of the operator's experience or attention.

**The Form Finisher That's Been Proven Dependable Over The Years!**

**It's Best Because It Offers Simple Design — Simple Operation.**

What Could Be Simpler Than **ADJUSTA-FORM Step-O-Matic**? Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials. Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

**Compare Adjusta-Form's Quality Features and Construction.**

**Ventilated, Insulated Adjustable Shoulder Design** eliminates condensate. Provides a better shoulder finish on any garment or material.

**10-inch Jet Steam Diffuser** gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

**Soft Cushioned Front Clamp** leaves less impression. Allows better steam penetration, more pass ups.

**Step-O-Matic Foot Control** leaves operator's hand free for garment adjustments.

**Step-O-Matic Precision Timer** always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

**Long Life Bronze Bearing**—gives easy, lasting revolving action.

**Adjusta-Form Reliability Costs No More**—Write Today For Complete Details and Name Of Your Nearest Adjusta-Form Jobber.

**Wichita Precision Tool Co.,**  
450 N. Seneca, Dept 10, Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

Company Name \_\_\_\_\_

By \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**Save time...save trouble**

use

**Tru Color**  
for

**DYEING\***

**SUEDE & LEATHER  
CLEANING**

**GLOVE  
CLEANING**

**REWEAVING**

**FLAME  
PROOFING**

**SHOWER  
PROOFING**

\* For Garments, Rugs, Household Fabrics  
...also Vat-Dyeing of Commercial Linens

Send everything in same  
bundle . . . fast, dependable  
service all year round.

Write for trade price list or send a trial bundle.

**TRU COLOR DYE WORKS, INC.**

**24-47 44th St., Long Island City 3, N. Y.**

Mail-Order  
"Supermarket"  
of Sideline  
Services

grains in hardness. A water softener was installed, and this is maintained by the firm from which it was acquired.

The Rivards' next move was probably the smartest action they could have taken. Neither brother was

familiar with shirt laundering. While they could get help from their allied tradesmen on washing formulae and maintenance, someone had to train the girls and check on quality, which was their main selling point.

To solve this problem they hired a

consultant. In their area there is a man who offers this service to a maximum of 10 plants. Each firm gets two days a month from him, and more if needed. He completely trained the two girls who make up the entire shirt department. He taught them everything from identification to finishing and packaging. The girls learned the importance of brushing the shirt pockets before laundering, and the need for proper load sizes in the washer.

Any time a replacement is made, the new girl is trained as well.

Outside of retraining, the periodic visits the consultant makes are for quality control. He makes certain that the girls concentrate on quality. They are expected to finish 50 to 55 shirts per hour at an hourly rate of one dollar. As mentioned, they also mark in, package and check out the work.

The consultant also checks the entire operation and corrects any operational problems before they become major troubles. For example, on a recent visit he asked Remi what had happened to the washing procedure. Actually nothing had been changed, but it was discovered that the water softener had run several days beyond the normal recharging date. A quick call fixed that problem the same day.

Among the consultant's other services is checking the padding and replacing it as needed. The plant uses nothing but 30-ounce double-faced nylon flannel.

At the time this story was obtained, the plant had been producing shirts for a little over 12 weeks. Volume at that time was 900 shirts per week and growing every day. It proves that people will pay a little more, provided they get their money's worth. The 28-cent price is accepted, although the average in the city is 22 cents. # #

## RAISE PRICES?

*Continued from page 64*

their currency, people will pay for goods and services they want, regardless of price, provided that the prices charged are not out of proportion to their own incomes—in terms of the currency of their own country.

The Italian will cheerfully pay 150 lire, the Frenchman 80 francs, the Spaniard 10 pesetas for the same goods or services for which the Swiss will pay one franc, the German one Deutschmark or the American a quarter, without being concerned over the fact that his grandfather paid one franc, one lira or one peseta for the same things. Likewise, the average



Two girls have received specialized training in marking, laundering and finishing



**NOW!**

# **SERVICE**

**with a capital S**

**... on your**

## **HOFFMAN equipment**

It's not enough to have top-notch equipment in your business . . . the finest service possible in parts and maintenance is also a must. Service—with a capital S—is emphasized, *now*, by your Nicholson sales and service organization.

Hoffman laundry, dry cleaning and pressing equipment has long been known for its superior design, quality construction, ease of operation, productive capacity. Backing up the complete Hoffman line, the Nicholson organization is set up to give you the dependable service you need to keep your plant operating at top efficiency.

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**NEW equipment design and performance**

**NEW prompt maintenance service**

**NEW fast parts service**

. . . all that you need to give you maximum production at lower cost.

Nicholson understands your problems . . . your requirements . . . the kind of help you need. You can depend on Nicholson!

*A satisfied customer is our first interest*

# **N**

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*Distributors in all principal cities*

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November, 1957

91

# 10

## REASONS WHY

# PARKER Industrial BOILERS

*are preferred everywhere by experienced cleaning and laundrymen*

**1 RAPID STEAM GENERATION**—Full steam pressure is developed in less than 10 minutes from a cold start with a Parker Boiler. This feature alone means drastic reductions in fuel cost when compared with boilers requiring an hour or more to develop full operating pressure.

**2 EFFICIENCY**—Maximum heat transfer is accomplished by the staggered self-baffling tube arrangement, heavy insulated cabinet and efficient fuel combustion. Only in rare instances where it is impossible to install the vent stack in accordance with specifications is it necessary to equip a Parker Boiler with an induced draft fan to obtain this exceptionally high operating efficiency.

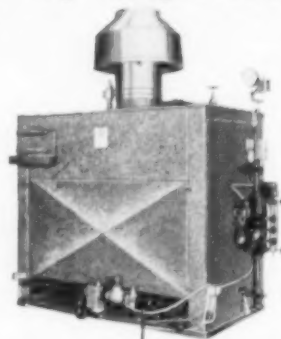
**3 LOWER FUEL COST**—Many dry cleaning plants and laundries have seen their fuel bill reduced up to 50% after replacing their present boiler with a modern Parker Boiler. This is fully accountable to a combination of the rapid steam generation and inherent operating efficiency built into every Parker Boiler.

**4 SAFETY**—Parker Boilers have never been known to internally explode nor has it been possible to induce such an explosion under most severe tests.

**5 WATER TUBE DESIGN**—This design has proven superior in every large modern boiler installation throughout the world.

**6 EXTRA HEAVY CONSTRUCTION**—Every Parker Boiler from the smallest to the largest is manufactured to exacting standards far exceeding any code requirement. You may fully expect more years of low cost service from a Parker than any other boiler by following the simple operating and maintenance instructions included with every boiler.

**7 FULLY AUTOMATIC**—The finest controls, internationally sold and serviced, govern all phases of operation automatically with maximum safety.



Illustrated above, 22 H.P. gas fired model. Other sizes 1 1/2 H.P. through 125 H.P. Also available for oil firing.

Never a Compromise **PARKER Industrial BOILER** for Quality or Safety

**8 COMPACT DESIGN**—Per horsepower rating, few boilers can fit in the small area required for a Parker. This is of particular advantage where expanded plant operation requires more steam and it is impossible to allocate additional space for a larger boiler.

**9 COMPLETE PACKAGED UNIT**—Parker was one of the first companies in the world to offer a packaged boiler. All controls are mounted and electrically wired with burners installed ready to connect to electric, fuel and water supply. Prior to shipment every Parker Boiler is thoroughly test fired under actual operating conditions.

**10 LOWER INITIAL COST**—The above outstanding features could never be combined into a single boiler and sold at competitive price without volume production using the most modern plant facilities and machinery.

### DON'T DELAY—INVESTIGATE TODAY

The best costs so little. If your boiler is old, antiquated in design or inadequate to meet your production requirements, replace it with a new Parker. Fuel and maintenance savings alone will more than likely pay for your new boiler.

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American boy or young man is unimpressed when he is told that in his grandfather's day dimes, nickels and pennies were real money, and that boys would eagerly shovel snow off the walk for a quarter when today's youth will do it grudgingly for a dollar—if at all.

Those who hesitate to adjust prices when necessary because of rising costs should recognize that "the market" is measured not in terms of dollars but rather in terms of income levels of those to whom their services are sold.

#### The chances of stopping inflation

Inflation occurs when large groups of people are paid more for their work than the productive value of the goods or services that they produce. Production for waste as in war; payment by the government for services of more than it receives in taxes, causing deficits; or increases of wages out of proportion to increases of production—all cause inflation, and the consequent decrease of the buying power of the currency.

It is probably safe to assume that the best we can hope for is a gradual but continuous increase of prices of all commodities and services, with price adjustments required every two or three years to permit the maintenance of reasonable profit levels. Of course, this situation could be corrected by an old-fashioned depression. This appears improbable, because the politicians of both parties are aware that, faced with alternatives of depression or further inflation, the American people, like those of Europe, will choose inflation.

#### Should you increase prices now?

All of you are familiar with break-even charts, which during a period of stability of costs will measure the probable profit effect of increases or decreases of sales volume. The labor-sales ratio is so well understood that all managers know that increases of labor rates, unless offset by increased production efficiency, must be offset by increased prices.

Most managers, however, are not aware of the insidious increases of supposedly fixed costs that develop in the latter stages of an inflation spiral. While each item is insignificant as a percentage of sales, it may be found out that overhead has increased faster than direct costs, causing a decrease of percentage profits if not in profit dollars.

Such items as taxes, insurance, utility rates, delivery expenses, fuel and gasoline, repairs, printing, business

and professional services are among the last to go up in price in an inflationary spiral. These types of costs, which have been relatively constant in the past four years, are rising now and there is nothing anyone can do to stop them.

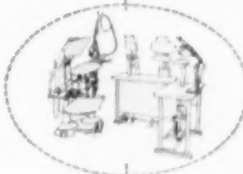
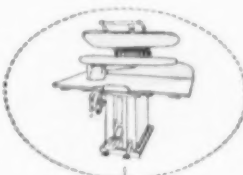
When uncontrollable increases of both direct and indirect costs occur at the same time, the problem is no longer whether or not prices must be increased but how much and how.

Those who sell supplies and services to drycleaners and laundries have found a distinct slowing up of payments by their customers, indicating that some have already been badly hurt by the profit squeeze. Nothing is to be gained by deferring unavoid-

able price increases until a company gets into serious financial difficulties. There is no such thing as a retroactive price increase. Profit dollars lost by failing to increase prices can never be regained.

#### How to increase prices

When the drycleaner has decided that the time has come when prices should be increased, he should make a study to determine the best way of obtaining added income with a minimum of customer resistance. Drycleaners have little choice except to raise basic prices enough to restore a normal profit position, and at the same time make corresponding increases on the many items of service individual customers use infrequently, such as



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VERTICAL AIR VACUUM

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1957 REMA "Dri-Vac", . . .



**SIT BACK AND ENJOY LIVING!** Rema "Dri-Vac" makes life easier for your finishers and your production flows smoothly upward.

**SMILE WITH YOUR CUSTOMERS!** They won't know how you did it but they'll see the difference in your quality.


**HAVE A CIGAR WITH YOUR ACCOUNTANT!** He'll show you how your overhead goes down and how the NET PROFIT goes up with "Dri-Vac".

**SHAKE HANDS WITH YOUR JOBBER MAN!** He's the guy who introduced you to "Dri-Vac"—started you on the road to better finishing.

... performance, engineering and construction Rema "Dri-Vacs" are the best buy. Only "Dri-Vac" features air-cyclone type cyclone turbine and cast aluminum turbine head. "Dri-Vacs" are available for single to 16 pass models. In vertical, dual and overhead spacing designs. All are trouble-free, easy to install and built ruggedly to last. "Dri-Vacs" have earned the top performance reputation of the industry. If you don't have a Rema Air Vacuum, get one . . . you need it.

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Gentlemen: Please send me literature on "Dri-Vac" at once.  
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ORIGINATORS OF  
**REMA CORPORATION**  **VERTICAL VACUUMS**  
Norwalk, Conn.

household items and storage service.

How much these individual prices should be increased is a special problem for each individual operator. It should be enough. How much is enough can be best answered by those with good cost records who know where additional income is needed and where the greatest profits can be obtained from price increases.

For the benefit of those who have not had recent experience in increasing prices to offset inflationary trends, a few "don'ts" may help (page 64).

If you question the last "don't," ask several of your friends these two

questions: (1) What did you pay per gallon for gas the last time you had your tank filled? (2) Was this the lowest price you could have paid?

Almost everyone drives a car. Gasoline is their largest single item of automobile expense, yet you will be surprised at how few can answer these questions.

Substitute cleaning unit prices for price per gallon of gasoline and you will learn just how un-price-conscious the average customer will be in respect to your service, and how little customer resistance there will be to essential price increases. # #

## The Threshold of Greatness\*

By FRANK A. PRATHER

President

National Institute of Drycleaning  
Silver Spring, Maryland

WHEN A MAN REACHES his fiftieth birthday, it means to him one of two things. He may say to himself, "Brother, you're over the hill." Or—he may realize that at 50 he is just approaching the period of his greatest capacity.

Speaking for NID, I'd say at our fiftieth anniversary that we are not "over the hill." I'd say we stand today at the "Threshold of Greatness." From this Golden Anniversary Year we can look ahead to a Golden Future.

We have tried to make a frank appraisal of our past growth and of the influences which will affect our development as an industry in the years ahead.

One thing we have learned is that there is nothing static about the drycleaning industry. We have learned to expect the unexpected. We have learned above all else that we must adapt to change.

### Demands on management

Yet there are certain demands on us which will not change, except to become increasingly important. So to take advantage of the opportunities in our changing future, we must meet four unchanging demands:

First, *self-appreciation*. This has been lacking in our industry. We are modest people who have underestimated the high regard in which we are held by the public. Actually, we have encouraged disrespect for our service simply by failing ourselves to regard it with proper respect.

But I want to assure you that the public accepts drycleaning with greater enthusiasm than most drycleaners seem to realize. People are interested in the work we do. It is important to them. Our service has acceptance. Almost everyone uses it—and with some frequency. America is the world's best dressed nation, and we drycleaners

## NOW! A PAD THAT WILL LAST 4 MONTHS OR MORE

### The "BLUE RIBBON"



**42" Foam Pad & Cover . . . . . \$11.95**

(compares with pads selling at \$14.85 up)

**"The BLUE RIBBON" Engineered for a  
Minimum of 4 MONTHS QUALITY PERFORMANCE on  
Drycleaning Presses Featuring:**

1. **ASBESTALL COVER:** A U. S. Royal fabric, Detachable for reuse or laundering.
2. **FIRESTONE FOAMEX:** 3/4 inch of Firestone Foamex.
3. **GLASS INSULATION:** 2 inches of Ultrilite—a long fibre glass insulation affording insulation and resiliency.
4. **ASBESTOS BASE CLOTH:** Heavy, for maximum insulation.

**Order a BLUE RIBBON Foam Pad and Cover From Your Jobber Today!**

PAD and COVER		FOAM PADS COMPLETE	
19" Mushroom	\$ 5.75		\$ 3.95
38" "	10.75		7.95
42" "	11.95		8.95
45" "	12.75		9.25
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**NORJAC FOAM & FABRIC**  
819 N. W. 23rd Street, Oklahoma City, Okla.

\* From a talk at the Golden Anniversary Convention, National Institute of Drycleaning, Atlantic City, New Jersey, March 7, 1957.



Mr. P. W. Phylar, Jr., Vice-President, Utopia Cleaners

## “Keeping the books photographically saves us more than \$13,000—per year”

**Recordak Microfilming results in dramatic savings for Utopia Cleaners, Birmingham, Ala.**

With a Recordak Microfilmer, clothes tickets are photographed at a 100-per-minute clip instead of being transcribed by hand. Now, even though volume has gone up—ticket processing chores take 80% less time . . . film records occupy just a fraction of the space needed for the originals . . . and embezzlement, once a problem, is a thing of the past!

**Service to customers is improved.** Clothes are never held up waiting for tickets to be processed. With the human factor eliminated, errors are far fewer. Verification of customer claims can be made quickly, thanks to complete records *on film*.

\* \* \*

**Here's how this new Recordak System works**  
—You sort out clothes tickets into groups by branches

**RECORDAK**

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**originator of modern microfilming—  
now in its 30th year**

and routes . . . total each group on an adding machine . . . then *microfilm* the tickets and the tapes. It's that easy! You need no special skill. Get a complete, *photo-exact* record that takes minutes instead of hours to make.

Picture costs are surprisingly low—up to 40 tickets recorded on just 3¢ worth of film. Recordak Microfilmers start at a low \$550; also available on convenient monthly rental plan. Write today for complete details.

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16-mm. color-sound movie dramatizes advantages of modern drycleaning in 20-minute film. This brand new noncommercial film is available free of rental charge. Check with your DOW-PER distributor!



Your DOW-PER® distributor proudly offers this new sound-color movie that entertains as it calls attention to the advantages of professional drycleaning. It's a unique way to sell the convenience and high quality of your drycleaning services right in your own community.

Many groups, such as women's clubs, civic and service groups, make ideal audiences for this colorful, educational

film. It was produced to help you show your customers the many advantages of modern technology in drycleaning.

This film is part of a helpful merchandising package available to you at no cost. Your DOW-PER distributor can give you more details. Check the Sept.-Oct. issue of "SPOT NEWS" for the full story. THE DOW CHEMICAL COMPANY, Midland, Michigan, Department SO 1002B-2.

YOU CAN DEPEND ON

**DOW**

can take a large share of credit for this.

Let us not underestimate the public esteem that is ours. Let us not seek to apologize for drycleaning. Let us take pride in its quality and value.

This brings me to the second demand on us—a *loyalty to our industry*. Every individual drycleaner must think of himself as a vital and responsible part of the whole industry. He must recognize that his conduct is an ornament or a detriment to his industry. He must recognize that what is a credit to his industry is a credit to him. His prestige is less if his industry is not in public favor—and the reverse is equally true.

#### Association for growth

We need to pull together for the good of all. We have common problems, and together we find their solutions. That is why the National Institute of Drycleaning has for 50 years filled a vital industry need. It serves as the clearing point for your problems and their solutions.

If NID is to supply the leadership our industry must have in the years ahead, a growing membership is essential. To me—in my thirtieth year as a member—nonmembership is inconceivable. I have enjoyed the benefits of Institute services for so long, I cannot conceive being without them.

I would do a disservice to my industry not to urge nonmember drycleaners to join the Institute. This is for two reasons. First, it is to my advantage that my industry grow stronger, as it will with a stronger NID. Second, it is a favor I enjoy doing for my fellow drycleaner. I know that the services of NID will make him a better drycleaner. He will consequently make a better impression on the public. Then the public will think better of drycleaning. And this is good for me. It is an endless circle—a game in which all of us are winners.

#### Up-to-date skills

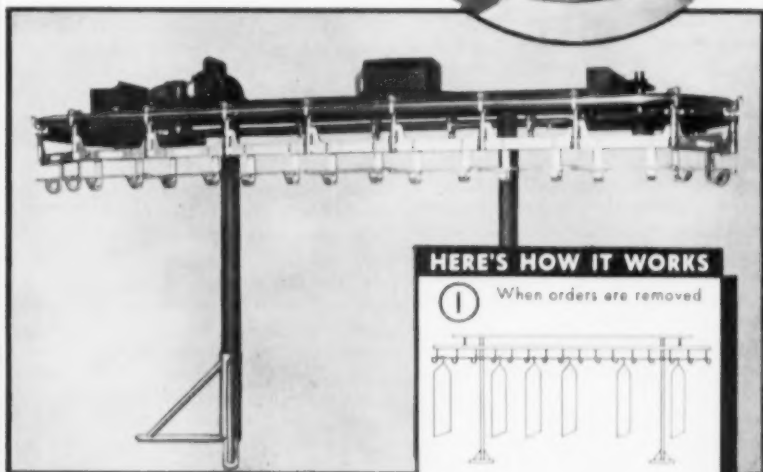
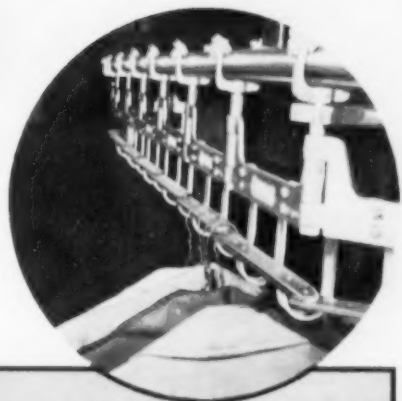
A third demand our profession makes on us is that we be *skilled in our craft* and that we be alert to the everchanging technology of drycleaning. Ten years ago most of us knew nothing about the charged system. Now most of us are using it in a highly refined form. Research constantly gives us new perspective in many phases of our business.

The drycleaner is a skilled artisan whose duties require a highly developed, specialized knowledge. He is a student of textiles, of cleaning and finishing and spot-removal techniques.

*Continued on page 98*

# new!

electrically driven  
**SLICK RAIL**  
for call office  
storage



#### NEW! U. S. Patent Pending "CONSEC-U-VEYOR"

Another White Machine first! It's an automatic storage rack and conveyor—yet it works like your slick rail. There are no "slots" or "barriers" to interfere... just continuous track (see picture above) that revolves electrically. You consolidate your work quickly, easily... always keeping garments in perfect consecutive order.



World's Leading Makers of  
**CALL OFFICE CONVEYORS**  
Garments • Shirts • Laundry  
... and the famous "U-DIAL"

**FREE!** Send for  
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describing all our  
conveyors!

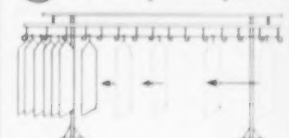


#### HERE'S HOW IT WORKS

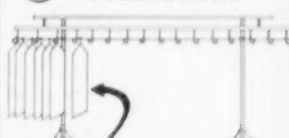
① When orders are removed



② You merely push  
remaining work together



③ then add your new  
work behind the old



... always maintaining perfect  
consecutive order of work!

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**WHITE MACHINE COMPANY, INC.**  
KENILWORTH, NEW JERSEY

Continued from page 97

These are areas in which he is a specialist to whom customers and other business people should turn for advice and in whose opinions they should have confidence.

To merit this confidence, then, it is our obligation to keep abreast of technological progress and industry know-how. Here is another area in which NID serves us well. It is an area in which we serve ourselves by supporting Institute research and education.

A fourth demand we must meet is that we *satisfy the consumer*. Let us never forget that we are successful only insofar as we serve the interests of our customers. The prime motive of successful selling is not profit but the interest of the consumer. When business fails to satisfy the customer, business fails.

Our success depends on customer confidence in us. To earn that confidence we must adhere to high standards of business conduct. During this convention your directors will discuss the need for a new code of ethics or business conduct which might be made a condition of membership in the Institute. Such a code must contain pledges of fairness and honesty, and courtesy and cooperation—a genuine concern for the customer's interest.

We can face the future confidently, but only if we meet all four of these demands—the demands for self-appreciation, for loyalty to one another and to our industry, for technical know-how, and for acknowledgment that the consumer's interests are ours.

If we fail to meet these demands, we are "over the hill, brother."

If we meet them squarely, we are as an industry indeed at the Threshold of Greatness. # #

## The New Textile Finishes\*

By ROBERT T. GRAHAM

Supervisor, Textile and Product Testing  
National Institute of Drycleaning

EVERY YEAR dozens of new finishes make their appearance on textile materials. Some of these finishes become popular and are applied to large yardages of cloth. Then this becomes of interest to you, because this finish will be on thousands of garments in drycleaning plants.

At the present time there are commercial processes available to apply what is termed a bacteriostatic finish to fabrics processed in the textile dyeing and finishing plants. The purpose of the finish is to prevent the growth of certain types of fungi or bacteria on the cloth. Thus the treated material would show mildew resistance. In addition the finish would retard the formation of perspiration odors in items of clothing.

So far, the evidence does not indicate that many consumers are seeking or buying clothing that has this type of finish on it. However, we know that some thought has been given to the possibility that the drycleaner could apply certain types of bacteriostatic finishes. Certainly if the average consumer ever does show a marked interest in this type of finish, there is good reason to believe that the drycleaner could provide the finish as an

extra service in the same manner that he is now providing water repellency and mothproofing.

In the cleaning business we are naturally interested in the term "stainless finish." Most of us are familiar with certain silicone resin finishes which are advertised to resist water-borne or non-oily stains. Very recently, however, a new finish has been announced which claims spot and stain resistance to both water-borne stains and oily-type stains. We have not yet completed our tests on the general performance of this finish under various runs through drycleaning procedures. Preliminary tests do show, however, that the original treated fabric is quite resistant to oily stains as well as to water-borne stains.

### Stain resistance

This type of stain-resistant finish does not constitute any threat to reduce the volume of drycleaning, in our opinion. There are factors more important than stains which motivate people to send garments to the drycleaner. Nevertheless, the customer wants all stains removed and the presence of a stain-resistant finish is going to help the stain-removal problem very much. Oxidized oil stains, for example, are sometimes most difficult to remove. A finish to prevent oil stains from soaking into the cloth would go far to eliminate oxidized oil stains.

Here again, if consumer demand warrants it, there is a good prospect that a suitable process could be developed so the drycleaner could provide an added service and apply the finish to garments right in his plant.

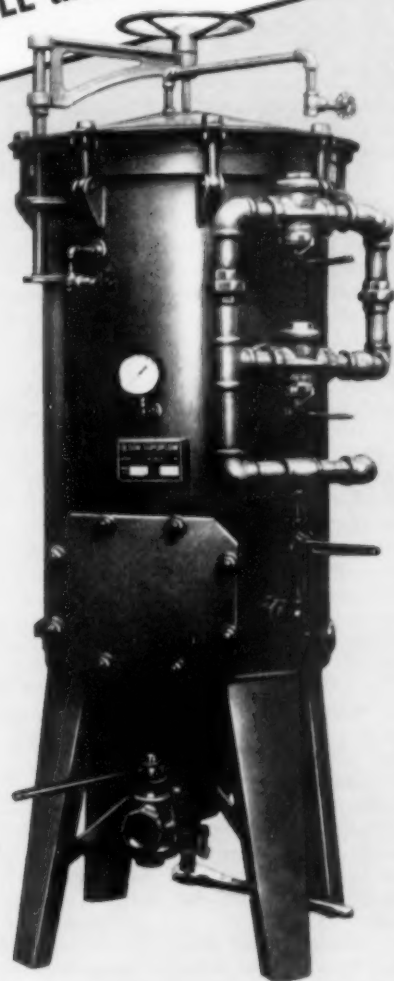
Another newcomer in the field of chemical finishing compounds for textiles is a class of compounds called epoxy resins. These resins have been developed for use on cellulose fibers to wrinkleproof the cloth or at least make it more resistant to wrinkling. For quite a few years various types of urea formaldehyde or melamine formaldehyde resins have been used quite effectively to improve the crease-recovery properties of fabrics.

However, these formaldehyde resins have two disadvantages; namely, chlorine-retention properties and a tend-



\* From a talk at the Golden Anniversary Convention, National Institute of Drycleaning, Atlantic City, New Jersey, March 10, 1957.

**OLSON** is  
the **ONLY** Filter  
with **ALL** these features!



✓ **"ROUND" CONSTRUCTION**

No cross braces, no square corners, no chance for blinding "pile ups"!

✓ **BLIND PROOF TUBES**

All filtering is done on their surface, in seconds. Backwashing immediately clears them.

✓ **EXPANDING FILTER SURFACE**

Increases cycle duration by keeping pressure down.

✓ **AUTOMATIC SELF CLEANING**

No bags to change, no screens to scrape. Easy, 2 valve, 3 minute operation.

Also check **OLSON**  
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... designed for greater  
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The Olson Tubular Filter is the *original* tubular screen self cleaning filter, recognized for its exclusive and superior features by thousands of dry cleaners throughout the world. If you want *real* efficiency . . . longer cycles, more crystal clear filtration, lower operating costs and **LESS WORK** . . . you want the *real* thing . . . an **OLSON FILTER!** In Seven sizes, for any needs.

Phone or write today for complete information.

**OLSON FILTRATION ENGINEERS**  
Division of the American Laundry Machinery Company  
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NCD-11

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☐ Olson Tubular Screen Filters ☐ Olson Vacuum Still

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ency sometimes to produce fishy odors in the garments.

Some of you have encountered damage due to chlorine retention. When you process a sport shirt, for instance, in chlorine bleach and then it turns brown and becomes weak after it comes in contact with a hot press, the damage is due to chlorine retention. The formaldehyde-resin finish picks up or holds chlorine from the bleach; the heat of the press releases the chlorine again, probably in the form of hydrochloric acid, which damages the fabric. The new epoxy resins do not pick up chlorine and hence cannot cause this trouble.

Many of you have noticed the fishy odor that occasionally comes from some of the formaldehyde resins. With the new class of epoxy resins this odor formation cannot occur.

This class of resins has just been made commercially available during the past year. It is too soon to know just how large a portion of textile fabrics will contain the finish. If the price of it can be sufficiently lowered in the next few years, we should see more of it on the fabrics and should benefit from its advantage.

#### The static problem

During the last 10 years the numerous synthetic fibers have been finding their way in increasing amounts in most types of textile fabrics. Most of these new fibers have one characteristic in common: they are prone to accumulate large amounts of static electricity. This property not only produces operating difficulties during yarn and cloth manufacturing but it can be troublesome while wearing garments or while cleaning or drying them. The presence of large amounts of static electricity in fabric attracts lint and the problem can be particularly vexing in a fabric containing a large amount of synthetic fiber.

Fiber manufacturers and textile finishing plants have applied various types of temporary antistatic agents to the yarns. These finishes were not permanent, however, and after washing or drycleaning their effectiveness was gone. Several antistatic compounds, soluble in drycleaning solvents, have been on the market and these antistatic agents are being applied by some drycleaners to garments.

During the past year several durable antistatic agents have appeared on the market and we understand that they have shown durable antistatic properties after laundering or drycleaning. Our preliminary tests with one of these products has shown good resistance to one drycleaning. More

comprehensive tests on products commercially in use on the market are planned. These products are now applied by the textile fabric finisher.

We can anticipate even further improvements in antistatic agents in the future. We understand at least one fiber manufacturer is not satisfied completely with the present products available and is therefore continuing its research in this field.

#### Synthetic latex

The next subject we would like to mention in connection with new finishes for textiles is the increasing use of synthetic latex products. The expansion of the synthetic rubber industry since the war has been instrumental in the development of several types of synthetic latex compounds which are being applied in several ways to textile materials. In all instances the synthetic latex is either producing a novelty effect or is improving the wear life and over-all performance of the fabric. We have seen much evidence that the manufacturers of these synthetic latices and also the users of the products realize the value in developing and using products that resist the action of the common drycleaning solvents.

Specific examples of some actual applications of synthetic latex compounds are as follows:

1. Applied as an over-all finish to reduce the tendency for certain dyes to crock or rub off during wear or cleaning.

2. Combined with thermosetting resins and used as a binder or adhesive in pigment prints or pigment dyeing. Formulations are available which show excellent colorfastness to wear and drycleaning. It is expected that more research will increase the yardage of pigment-dyed and -printed fabrics that will be consumed in this country in the future.

3. The wide acceptance of nonwoven fabrics has been brought about in part by the use of synthetic latex products to bind the fibers together and form a durable sheet. Suitable latex mixtures provide flexible nonwoven fabric with adequate abrasion resistance to withstand wear and drycleaning. You will probably be seeing more nonwoven fabrics.

4. Recent studies have indicated that synthetic latex can be added to urea-formaldehyde-type resins and the mixture will improve the wrinkle resistance and durability of the fabric.

It is gratifying to us that in many cases of development of finishes for textiles, recognition is given to the idea that the finish should perform satisfactorily in commercial drycleaning

processes. It is our aim at NID to familiarize manufacturers and users of new finishes with the aspects of drycleaning that may affect their products. Laboratory test procedures have been developed so that finishes can be given general tests for performance and durability after drycleaning. In addition, our research group at Silver Spring has facilities for testing fabric finishes using equipment and procedures similar to those used in commercial cleaning plants throughout the country.

The continued interest that is being shown in these laboratory tests and commercial equipment tests is a good omen for the future. It has been shown to be beneficial to both the textile and clothing industry and the drycleaning industry for all to work together so that consumer satisfaction can be retained and increased.

In closing, we want to mention a new research project we have commenced which may give a clue to a possible new role for the drycleaner of the future. Developments in formulating and applying resin finishes now make it possible to produce cotton fabric with excellent crease-recovery and wrinkle-resistant properties. Actually, the finish is so good that garments made from cotton which has already been treated do not have the flat seams and creases that are desired for neat appearance. It is also impossible to put in satisfactory pleats after the fabric has been given this wrinkle-resistant treatment. But if the finish could be applied to completed cotton garments, these problems would be solved.

#### Crease-resistant cottons?

The U. S. Department of Agriculture has recently contracted with the National Institute of Drycleaning to try to develop a method for applying permanent wrinkle-resistant or crease-retaining finishes to cotton garments, using ordinary drycleaning equipment. If such a process is feasible, it could mean additional business for drycleaners, much of it on garments such as cotton sport shirts, cotton skirts or dresses which might not normally be sent to a drycleaner.

The same techniques used for applying durable crease-resistant finishes may lend themselves to applying other types of durable finishes whenever there is a consumer demand for them. Yes, the drycleaner of the future might well become a fabric finishing specialist, with finishes made to order.

So the new finishes aren't going to finish us. Indeed, they may be a source of tremendous new income for drycleaners. # #



	RECOVERY COIL	SOLVENT COOLER	STILL CONDENSER
<b>HOT</b>	<ul style="list-style-type: none"> <li>Increased drying time</li> <li>Excessive wrinkling</li> <li>Wasted solvent</li> </ul>	<ul style="list-style-type: none"> <li>Color bleeding</li> <li>Shrinkage</li> <li>Excessive wrinkling</li> </ul>	<ul style="list-style-type: none"> <li>Reduced still efficiency</li> <li>Excessive scaling (water side)</li> <li>Overheated clean solvent</li> </ul>
<b>IDEAL</b>	Lower process time • Greater output • No reruns Less solvent and water waste • Greater operator efficiency Lower cleaning costs • Complete customer satisfaction		
<b>COLD</b>	<ul style="list-style-type: none"> <li>Wasted cooling water</li> <li>Wasted steam</li> <li>Increased drying time</li> </ul>	<ul style="list-style-type: none"> <li>Wasted cooling water</li> <li>Poor soil and spot removal</li> <li>Reruns</li> </ul>	<ul style="list-style-type: none"> <li>Wasted cooling water</li> <li>Underheated clean solvent</li> </ul>

Keep your solvent in that vital temperature zone

## with **SARCO** automatic **COOLING CONTROL**

Trying to maintain an ideal operating temperature in your recovery coils, still condensers and solvent coolers by manipulating the valve on the cold water line of your equipment is a pretty hopeless task. At best . . . it's uncertain. It results in **OVERCOOLING** and **UNDERCOOLING**. It wastes water, lowers output, reduces quality and cuts into your profits.

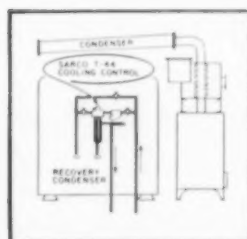
A sure and inexpensive solution is the **SARCO T-44 automatic Cooling Control**. Once installed, you can forget it . . . your solvent temperature is *automatically* kept within the ideal range. Both solvent and operator can now produce higher quality work more efficiently. You have achieved maximum dependability and safety at low cost.

For complete information write direct to us or contact your supplier. Sarco Company, Inc., 635 Madison Avenue, New York 22, N. Y.

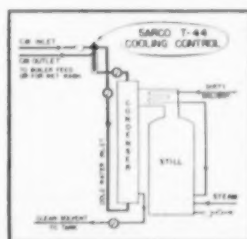
### Sarco T-44 features

- *Self-powered* — no compressed air or electricity needed.
- *Simple, trouble-free design* — just one unit . . . thermostat and valve.
- *Packless* — no stuffing box to leak or jam the valve stem.
- *Self-contained* — no exposed mechanism.
- *Dependable* — thousands provide dependable service for both original equipment manufacturers and dry cleaners.
- *Easy to install* — by any pipefitter.
- *Inexpensive* — 1/2" size costs only about \$36 to user.

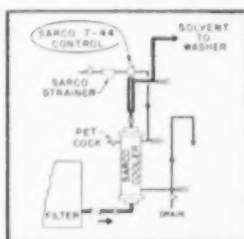
2187B



Solvent recovery with Sarco cooling control



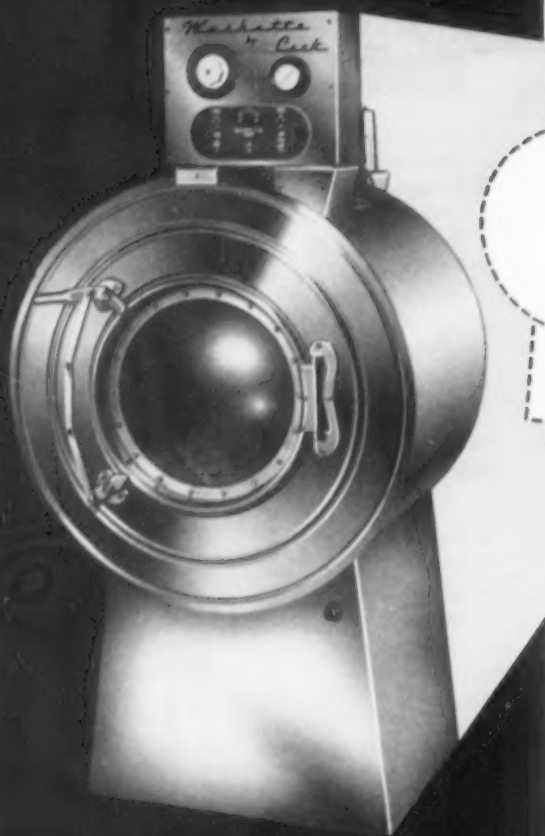
Still condensing with Sarco cooling control



Solvent cooling with Sarco cooling control

# SARCO

COOLING CONTROLS • STEAM TRAPS • STRAINERS  
THERMOSTATS • PRESSURE SWITCHES



**In Less than  
half a day...**

**Washette  
by Cook**

**can turn that empty  
space into Profits**

In less than four hours WASHETTE by Cook can be installed and begin a long, profitable, trouble-free lifetime of service! WASHETTE arrives completely plumbed and wired — no complicated blue-prints to read, no boxes or assemblies to attach. Washette is ready for work when you receive it. Orders are shipped within 48 hours after receipt at factory.

**HERE'S WHY  
WASHETTE by COOK  
OFFERS YOU THE BEST FOR LESS**

- Famous One-Dial Control performs 28 wash-rinse cycles.
- Simple to operate, special trained personnel unnecessary.
- Fully Automatic Controls.
- Automatic Supply Injection if desired.
- Exclusive Water-Gard prevents "dry runs."
- Dodge Reducing Gear assures economical power transmission.
- Stainless steel enhances beauty, minimizes care.

**Washette by Cook is authorized to  
display this Canadian Seal of Approval**



**Washette is America's finest open-end  
washer, yet it's lowest priced!**

Prices start at ..... **\$775.00**  
FOB Factory



**SEND FOR FREE**

**BROCHURE**

**COOK MACHINERY CO., Inc.**  
4122-R Commerce St., Dallas 26, Texas

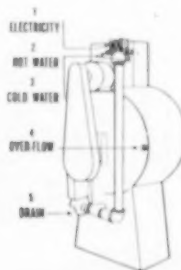
- ☐ Please send at once literature about famous Washette by Cook
- ☐ Please send name and address of nearest Washette distributor.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Easily Installed**

Washettes require no expensive, time-consuming installation — just attach (1) electricity, (2) hot water, (3) cold water, (4) over-flow, and (5) drain. That's all — so simple it can be done with unskilled labor.

**COOK Machinery Co. INC.**  
OF DALLAS

### Eleven Join Adco Sales Force



Left to right, top row: Messrs. Ellis, De Munbrun, Jackson, DeLong. Center: Lawrence, Fry, Murray, Van Atte. Bottom: Derr, Harris, Moss.

Adco, Inc., Sedalia, Mo., has named eleven new sales representatives.

Merle Dan DeLong, who will be responsible for North and South Dakota, has been in the drycleaning business since 1936. Before joining Adco, he owned and managed a drycleaning plant.

Elmo G. DeMunbrun, who will represent the firm in Arkansas and southern Missouri, is a former drycleaning instructor from Oklahoma A & M College. He owned and operated his own drycleaning establishment for 10 years.

Covering Nebraska is Charles Derr, who has had a variety of experience as routeman, presser, spotter and in other cleaning room operations, as working foreman and plantowner.

John Ellis, who has been assigned to Mississippi, worked for a leading manufacturer of drycleaning equipment before coming to Adco.

Adco's representative in southern Texas is Luther G. Fry, who has spent 28 years in the industry. Mr. Fry was named class president of the ninety-second general course given at the National Institute of Drycleaning.

John S. Harris will handle northern Florida and southern Georgia. Mr. Harris entered the drycleaning business in 1929. After World War II he joined his brother as assistant manager of Harris Laundry and Cleaners.

The sales representative for northern Missouri is Charles Jackson, who was graduated from the NID where he also served as an instructor. He also taught at the Oklahoma State Drycleaning School.

L. Tom Lawrence has been appointed to eastern Kentucky, eastern Tennessee, western North Carolina, western Virginia and West Virginia. A graduate of the NID and the American Institute of Laundering, Mr. Lawrence has had experience ranging from instructor at the NID to garment analyst at the NID laboratory.

Northern New Jersey and portions of New York will be covered by Sol Moss. Mr. Moss has been manager of one drycleaning plant and 15 cleaning outlets. He operated his own plant until 1950 when he sold the business and entered plant servicing, layout and installation.

Paul Murray, Adco's repre-

sentative in California, is a graduate of the New England School of Drycleaning. He has worked as a spotter and plant manager in Maine, Connecticut and California.

Handling Idaho and Oregon is Kenneth Van Atte who has been engaged in every phase of the drycleaning business during his 24 years of experience.

### Columbia-Southern Elects Neubauer President

Joseph A. Neubauer has been chosen president of Columbia-Southern Chemical Corporation, Pittsburgh, Pa., a wholly owned subsidiary of Pittsburgh Plate Glass Company. Mr. Neubauer succeeds Edwin T. Asplundh, who has been elected board chairman of the Pittsburgh Plate Glass Company and Columbia-Southern Corporation.

Mr. Neubauer joined Columbia-Southern after his graduation from Case Institute of Technology in 1932. He has served the company as chemical engineer, development engineer, assistant production superintendent and plant manager.

In 1946 Mr. Neubauer was named technical advisor to the vice-president and three years later was chosen technical director of the firm. He was made a member of the board of directors of Columbia-Southern in 1955.

### LADS Elects New Slate

The LADS Club, Southern California allied trades organization, chose new officers at a recent meeting. This year the group's activities will be directed by Robert Schack, Goss-Jewett & Co., president; Howard Sullivan, Southern Mills, Inc., vice-president, and Joseph Pinotti, Dow Chemical Co., secretary.

### National Marking Move

The National Marking Machine Co., Cincinnati, Ohio, has transferred its New York branch office from Columbus Circle to 10 E. 40th St. (Room 3802). The company states that the object of this move is to provide for its increasing activities in New York and vicinity.

### Clopay Acquires Poly-Bag'r



WILLIAM W. THOMPSON

Sales rights to the Poly-Bag'r, a polyethylene-bag-making unit, have been acquired by the Clopay Corporation, Cincinnati, Ohio. A new Clopay subsidiary, the Sanitex Sales Corporation, has been organized to sell and distribute the machine, as well as companion products for the drycleaning and laundry industries. These include Sanitex paper garment storage bags, Poly Rollfin, Poly garment storage bags and preformed Poly delivery bags.

William W. Thompson has been named sales manager of Sanitex.

### Forse Buys Sec-O-Matic



JOHN L. ALDEN

Forse Corporation, Anderson, Ind., has acquired the engineering, manufacturing and sales rights of Sec-O-Matic synthetic drycleaning machinery. The announcement was made by John L. Alden, president of the Sec-O-Matic Corporation, Bloomfield, N. J. These activities have

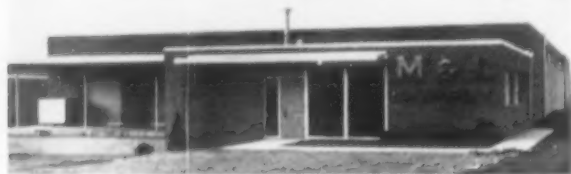
been set up to form a separate Sec Division of Forse Corporation, continuing with the present Sec Distributors and adding new distributors.

Mr. Alden stated that Carl Blackman, as Sec national distributor, will continue to work

with the Sec distributors and will conduct sales functions from his headquarters at 295 High St., Orange, N. J.

Forse officials state that the transfer of operations will in no way interrupt Sec sales or service activities.

#### New M & L Headquarters



This year the M & L Supply Company, Akron, Ohio, is celebrating its twenty-second anniversary in a newly completed warehouse and office. This modern

building, located at 987 E. Tallmadge Ave., Akron, comprises 14,000 square feet and features up-to-date facilities for rebuilding and servicing.

#### Martin Equipment Conducts Florida Meeting



Martinizing plantowners from all over the country gathered in Miami Beach, Fla., for the second annual convention held by the Martin Equipment Company, Cincinnati, Ohio. William R. Wallens, general manager of the firm, served as chairman. Peter Pasco (head of table), Martin sales manager, gave the keynote address.

Ann Lawrence, manager of the Martinizing Department,

and Richard Geis, account executive of the Ralph Jones Advertising Agency, outlined future plans for advertising and promotion. Other features of the three-day program included a series of open discussions on various phases of small-plant operation and a field trip to Martinizing plants in the Miami area. Claude Crawford, Martinizing field representative, spoke to the group on plant procedure.

#### Comparison Test Sparks Sanitone Promotion

"Good drycleaning is good for fabrics" is the slogan that will be featured through December in a new promotion campaign sponsored by Sanitone Division, Emery Industries.

To prove that drycleaning does not harm clothes, Sanitone staged a comparison test. Two suits were made up from cloth purchased from a manufacturer of medium-priced men's suits. The remaining cloth was divided in half. One suit and half the cloth were cleaned 50 times using standard Sanitone procedure under plant operating conditions. Tests

were run in both petroleum solvent and perchlorethylene. The other suit and remaining cloth were placed in dustproof storage.

When the cleaned items were compared with the uncleaned, even textile experts could not distinguish between the two, it was reported. The results of this test form the basis of full-page advertisements in the September 28 issue of *The Saturday Evening Post*, the October issue of *Ladies Home Journal*, the November issue of the *Reader's Digest*, Canadian edition, and the December issue of

the *Reader's Digest*, Mexican edition.

Sanitone licensees have received a promotion kit designed to help them merchandise the "Two-Suit" test locally. Newspaper ads, radio and TV materials, direct-mail pieces, button tags and other sales aids are included. A large counter easel with two mounted swatches of the original cloth—one cleaned 50 times, the other uncleaned—is also furnished. A pocket folder with swatches is available for route salesmen.

Complete information may be had from Sanitone Division, Emery Industries, 4200 Carew Tower, Cincinnati 2, Ohio.

#### ALF Acquires Herman Body

The ALF Body Corporation, a subsidiary of American La France, Elmira, N. Y., has announced the acquisition of the Herman Body Company, St. Louis, Mo. The corporation will design, engineer and deliver commercial truck bodies.

#### SLRA Relocates

The Suede and Leather Finishers of America has moved to new offices in The Lincoln Tower, 75 E. Wacker Dr., Chicago, November 1. SLRA headquarters are in the advertising agency of its executive director, Allan J. Copeland.

#### Rochester Names Beiter



KENNETH W. BEITER

Kenneth W. Beiter has become a sales representative for the Rochester Carman Supply Corporation, Rochester, N. Y., according to a recent announcement by Joel R. Liebling, sales manager. Mr. Beiter will cover the Niagara frontier area. Long active in the drycleaning, laundry and linen industry, Mr. Beiter was formerly sales supervisor of the Buffalo General Laundry and Consolidated Laundry.

#### Hope Appoints Sales Manager



RAYMOND SNIDER

Raymond Snider has been named Southeast sales manager for Hope Chemical Corporation, Pawtucket, R. I., it was announced by R. L. Bernstein, technical director of the firm. Mr. Snider is stationed in Atlanta, Ga.

#### Inhelder Represents Haertel



E. INHELDER

The Walter Haertel Company, Minneapolis, Minn., has appointed E. Inhelder a regional representative covering the Southwestern territory of the company. During the past year Mr. Inhelder has represented the firm as a manufacturer's agent along with other lines but will now confine his efforts to the Haertel line.

This appointment, Haertel states, continues the company's program of providing factory-trained representatives in localized areas to provide prompt service and help to those planning garment storage vault installations. Four other districts have been established under the management of L. Barker, L. Fern, S. L. Hammer and A. F. Wittry.

Mr. Inhelder recently completed a course of training at the Minneapolis plant including



# There's money in "On-Location" cleaning the **MULTI-CLEAN** way

And best of all, you don't have to look far, for these profit opportunities are *all around you* . . . right there in your own town!

For example:

**Did you know** that approximately 90% of the rugs and carpeting in *your town* have never been cleaned professionally?

**Did you know** that about 50% of the new homes in *your town* have wall-to-wall carpeting? So do scores and scores of older homes, offices, and other business establishments.

**Did you know** that it's possible for you to make up to \$150 a day with two men by using the MULTI-CLEAN METHOD of "on-location" rug and carpet cleaning?

**Did you know** you can get into this wonderfully profitable "on-location" business for less than \$1000 by following the MULTI-CLEAN METHOD?

**Did you know** that a factory-trained MULTI-CLEAN Representative will start you off right, will instruct you in the MULTI-CLEAN METHOD? Or that the MULTI-CLEAN Sales Aid Program will help you develop new business and keep old customers?

Don't let this unusual money-making opportunity slip by you any longer.

Whether you are considering it for the first time or are already doing some "on-location" work but haven't discovered the extra profits you can earn by using the MULTI-CLEAN METHOD, mail the coupon today for further information.

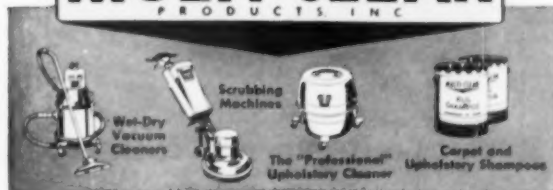


## FREE RUG CLEANING MANUAL

Written especially for the professional rug cleaner. It describes the step-by-step procedure on how to clean carpets and rugs by the famous MULTI-CLEAN METHOD so you can do the kind of work that builds customer enthusiasm and brings repeat orders.

# MULTI-CLEAN®

PRODUCTS, INC.



Why is MULTI-CLEAN *SYNTHETIC-CLEAN* the best and most economical Rug Shampoo you can use?

*No shrinkage because SYNTHETIC-CLEAN's controlled wetting action doesn't soak the rug . . . No after rinse because no soap film is left . . . Pleasant to use because it's odorless . . . Economical because one pint, diluted, will clean carpet in average sized room . . . Eliminates need for much pre-spotting. Guaranteed to give satisfactory results.*

**MULTI-CLEAN PRODUCTS, INC., Dept. NC-23-117**

2277 Ford Parkway, St. Paul 16, Minnesota

Please send free Rug Cleaning Manual and information about the MULTI-CLEAN METHOD and how it can help me build a profitable rug cleaning business.

Send information on: ☐ Scrubber, ☐ Vac, ☐ Cleaning Chemicals, I understand I will be under no obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_



field engineering, cleaning of "man made" and natural fur, merchandising and other phases of the business. He has spent his entire business career in the drycleaning business including the management of drycleaning plants.

#### Ajax Appoints Brownlee



H. HERBERT BROWNLEE

H. Herbert Brownlee has been named supervisor of sales for the European export market of Ajax Pressing Machine Company, Salt Lake City, Utah. Mr. Brownlee has had 30 years experience as an export manager with various firms. He is

president of Brownlee Associates, Inc., Bethesda, Md. This firm markets the complete line of Ajax laundry, linen supply and drycleaning presses in Europe.

Authorized dealers and distributors have been appointed by Mr. Brownlee to cover the entire European market. Installations have already been made in Sweden, Germany, Belgium, Luxembourg, France and Great Britain.

#### Prosperity Assigns Gillette



ROBERT J. GILLETTE

The Prosperity Company, Inc., Syracuse, N. Y., has chosen

Robert J. Gillette as sales representative for its Rochester, N. Y. district office. Mr. Gillette's territory includes the northeastern part of Pennsylvania.

A graduate of St. Bonaventure's College, Mr. Gillette was employed by the Metropolitan Life Insurance Co. in Rochester for five years. Previously he was associated with American National Insurance Co., Los Angeles, and with Standard Oil Co. of California.

#### Ald Opens Branch Office



Opening of its eighth office, at 15757 Wyoming, Detroit, Mich., has been announced by Ald, Inc., Chicago, Ill. The addition of this Midwest office is designed to give the states of Michigan, Ohio, West Virginia and northern Indiana faster service and more direct sales information. The Detroit office is under the direction of Fred

Giles, sales manager, who has served Ald in an executive capacity for many years.

#### Black Joins Caled



CECIL A. BLACK

Cecil A. Black will represent Caled Products Company, Inc., Brentwood, Md., in the west central and west coast areas of Florida, according to a recent announcement. Mr. Black's background and experience include management of his family's drycleaning plant, several other large plants in central Florida and, most recently, direction of his own drycleaning firm.

# VANISHED!

Stains . . . Spots . . . Blood, Ink, Rust, Paint—

## SOLVINK SOAKS 'EM OUT IN SPLIT SECONDS!

No pounding . . . no rubbing . . .

Even the experts call Solvink a spotting miracle!

It's fast! It's gentle! It's safe! It's economical!

And it's fabulous! Spots . . . stains simply vanish without harm to finest fabrics or colors when "Solvinked" as per directions.

Cut your spotting time! Cut your finish costs! Give a trial order to your jobber and watch a miracle pull new profits out of hiding for you. Only \$2.25 for the half-pint set of two solutions. Comes also in pints, quarts, gallons. For sample, send coupon below.

There's lots of profit for you in these companion products, too.

TANSOL—for tannin stains

IODASE—for iodine stains

GREENZYME—Digestant

SIZ-IN—Hat size

Free  
Solvink  
Sample  
for  
Skeptics

Greenville Chemical Co., Greenville, S. C.

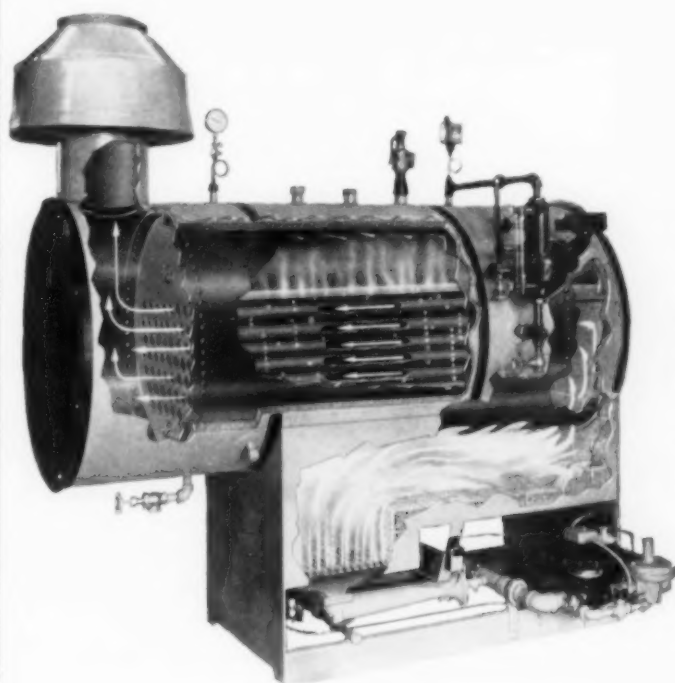
I'm interested. Send me free Solvink 2-bottle sample for test without obligation

Name \_\_\_\_\_

Address \_\_\_\_\_



**GREENVILLE CHEMICAL COMPANY**  
POST OFFICE BOX 1087, GREENVILLE, SOUTH CAROLINA



## GAS FIRED LATTNER HRT

See —

the simplicity of design.  
the large amount of heating surface.  
the quiet atmospheric gas burners.  
the simple control setup.  
the factory installed combustion chamber.  
the rock wool insulated jacket.  
an HRT boiler all in one piece.  
the boiler that "coasts" with the load.  
sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

**P. M. Lattner Mfg. Company**  
Cedar Rapids, Iowa

This appointment is a continuation of Caled's expansion program and will augment existing service in the Southern territory.

Mr. Black will make his headquarters at 103 N. Glenwood Ave., Orlando, Fla.

Arizona State College. He formerly served as district supervisor for the sales force of Standard Oil of California. Most recently he was associated with the Nationwide Features Syndicate.

Most recently, he served as an allied tradesman on the Pacific Coast.

Coincident with this appointment the Stadham Company announced the opening of a West Coast warehouse at 749 S. San Pedro St., Los Angeles, Calif.

manager, New England; W. R. Haiges, manager, Chicago; W. S. Moore, manager, West Coast; G. W. Freidell, manager, Kansas City; C. E. Fredette, export manager; B. Rapport, laundry specialist; W. Martens, drycleaning specialist; B. A. Porter, sales engineering; A. Corrado, sales and service, and Jules Albright and Gaston Albright, president and vice-president, respectively, of Pantex Manufacturing (Canada) Ltd., Montreal, Canada.

### Sasser Joins Lieberman



HENRY L. SASSER

B & G Lieberman Company, Inc., Charlotte, N. C., has announced the addition of Henry L. Sasser to its sales force. Mr. Sasser will be responsible for South Carolina and parts of North Carolina.

Mr. Sasser is a graduate of

### Stadham Names Sussman



BERNARD R. SUSSMAN

Bernard R. Sussman has been appointed West Coast sales representative for the Hexagon Division of the Stadham Company, Inc., Philadelphia, Pa. Mr. Sussman has been associated with the drycleaning and laundry industry for a number of years.

### Pantex Sales Meeting

Pantex Manufacturing Company conducted a national sales meeting recently at its Pawtucket, R. I., headquarters. Under the chairmanship of president Norbert H. House the meeting gave a preview of several new pieces of equipment including the Pantex Cabinet Bosom Press and the All-Purpose Blouse and Boy's Shirt unit. Several sessions were also devoted to the One-Girl Shirt Unit, Perk-O-Matic, air-operated drycleaning presses, as well as special features on Pantex equipment. In addition, a seminar on 1958 marketing, advertising and sales promotion plans was held.

Representation at the meeting included all domestic and Canadian managers as well as individual product specialists. Among those attending were J. Macrae, manager, New York office; George H. Gundrum,

### Braun Assigns Two

G. A. Braun, Inc., Syracuse, N. Y., has named Robert Carman direct factory representative covering the state of Michigan. Braun has also announced the appointment of Rocco Albanese to work with the firm's sales distributor for Los Angeles and Southern California.

A graduate of Michigan State University, Mr. Carman has been associated with the Universal Credit Corp., Detroit, as a field representative and with the W. L. Cooper Agency, Port Huron, as a real estate salesman. He is also owner of a drycleaning establishment in St. Clair, Mich.

In his new capacity, Mr. Carman will handle sales and serv-



## DRY STORAGE?

**RELIABLE MACHINE WORKS, INC.**

231 Eagle Street  
Brooklyn 22, New York

Join the hundreds of  
plantowners who go for  
Reliable's new **dry  
storage** plan. It's  
safe . . .  
sure . . .  
practical . . .  
because of . . .

**No Costly Refrigeration!**  
**No Costly Installation!**  
**No Costly Insulation!**  
**Inexpensive Construction!**

You save **thousands of  
dollars**. For cloth, wools,  
boxes, furs and rugs.  
Write for details.

ice of the Braun Unit Wash and the Braun Unit Kleen.

Mr. Albanese was formerly connected with a prominent laundry machinery manufacturer as director of the South American engineering division. Previously he had installed a drycleaning plant and laundry in Brazil, which became the

first mechanized unit in the northern part of that country. He has also worked as a detailer and layout man for a steel prefabricating plant and owned an interest in a drycleaning plant, which he recently sold.

Braun maintains a sales office at 4872 Venice Blvd., Los Angeles, Calif.

### NEW PRODUCTS AND LITERATURE

*Continued from page 10*

#### Per Offers New Agitator



To speed up solvent recovery Per Corporation has designed Agitron, a motor-driven agitator that stirs sludge as it cooks.

The Super-Claimer unit of up to 40 g.p.h. capacity comes equipped with the Agitron. The agitator is also adaptable to the 50 g.p.h. Per-Cleer stills already operating in the field. The attachment is easily installed on the exchange cover for the unit.

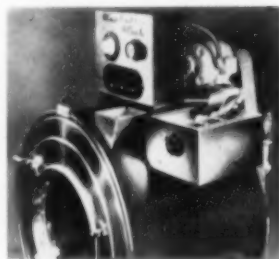
The company has also announced the Permatube Filter, designed by Carl Blackman and Russ Hobson to be mounted over the 20 g.p.h. Per-Claimer. The filter can also be used with the Super-Claimer or Per-Cleer still placed alongside.

For further information write to Per Corporation, 295 High St., Orange, N. J.

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **NATIONAL CLEANER & DYER**.

#### Cook Supply Injector



A new supply injector for automatic addition of washing ingredients is now being offered as optional equipment on Cook pedestal-model Washettes. For the first segment of the cycle the initial injection is made by hand. Supplies for the subsequent cycles are placed in four hoppers, each injecting at the proper time in the wash-rinse cycles. Washette's Water-Gard, which disengages the timer until the prescribed water level is reached, also controls the supply injector.

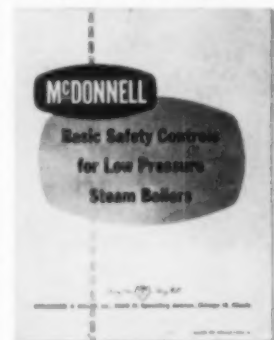
The danger of stained, bleached or faded spots from concentrated solution is also said to be eliminated. When an injection cup tilts forward, the supply material enters a dilution chamber where fine streams of water, under pres-

sure, quickly flush the supply into the washer, behind the solid back of the basket.

The stainless-steel supply injector, which is easily accessible, is said to be simple in construction, contain no complex electronic gadgets or complicated timing devices for electric wiring.

Additional information is available from Cook Machinery Company, 4122 Commerce St., Dallas, Tex.

#### Safety Controls Booklet



Basic safety controls for low-pressure steam boilers is the subject of a new booklet by McDonnell & Miller, Inc. The 24-page pamphlet is a companion

ion to a previously issued booklet covering safety controls for hot-water space heating boilers. It gives methods of providing maximum safety and automatic water level control for all low-pressure steam boilers.

For a free copy of this book write to McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

#### Duo-Matic Cash Register



Victor Adding Machine Co. is offering an item-adding, receipt-issuing cash register to be known as the Duo-Matic. The unit also serves as an adding machine. Other advantages claimed for the machine are that it enforces identification of sales by department or clerk, provides for an easy control of all charge-account sales and

payments, records all necessary tax information and permits inventory control.

Eight control keys provide detailed printed information. Eight other coded identification keys are used for inventory or clerk control. This complete business information is entered in the Daily Business Recorder supplied with each cash register system.

The Victor Duo-Matic is available in electric and hand-operated models. Free literature may be obtained from Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.

#### Self-Adhesive Labels

To minimize marking errors a new self-adhesive label has been developed by Avery Self-Adhesive Label Corp. Removable or permanent-gripping and available in a variety of sizes, the labels require no moistening for neat, swift application. They carry such data as "Press Only," "No Starch," "Repair" and the like. In addition some firms use a velva-glow-type label that stands out under fluorescent lighting to identify invisible markings.

For complete information on the pressure-sensitive label

write to Avery Adhesive Label Corp., Monrovia, Calif.

#### Upright Sleeve Finisher



Banner Machinery Corporation has introduced the new Cindy-Lou Sleeve Finisher, an upright unit that enables the operator to roll garment sleeves and steam the shoulder in one

operation. The unit can be attached to present air and steam lines. It has been tested for over a year, the maker states.

The Cindy-Lou occupies a floor space of 12 by 23 inches and weighs 80 pounds. The over-all height is 92 inches; the cabinet height 40 inches.

Address further inquiries to Banner Machinery Corporation, Benson, N. C.

#### New Drycleaning Marker

A new model Tag-O-Matic has been added to the line of identification machines made by Textile Marking Machine Co., Inc. The Tag-O-Matic varies from the previous model in that two or three 36-point type wheels have been adapted to it. The gear ratio has been adapted to make a tag suitable for fold-over pinning or stapling, or a gear ratio can be adapted for a short tag for direct pinning or stapling.

This Tag-O-Matic imprints the tag with large-size order numbers, running consecutively for each order from 1 to 99, or to the extent that exactly accommodates the racks in assembly. At a cleaner's option he can run these numbers consecutively for each piece. Also imprinted is the number of pieces

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**Only \$13.95**

Also available standard bagger for wall or ceiling **\$6.95**



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16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

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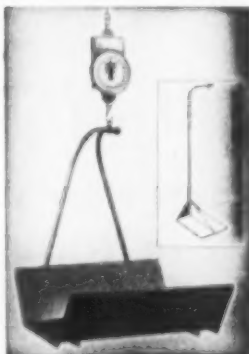
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Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

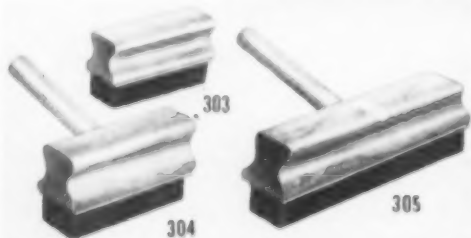
Scale and basket as shown **\$39.75**

With stand add ..... \$15.00  
Scale alone ..... 18.00  
Basket alone ..... 22.00

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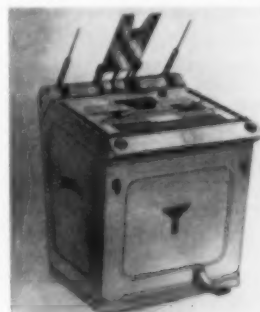
3827 San Fernando Road, Glendale 4, Calif.

in the order and a fourth character to identify a store or route. This code can be imprinted directly on the invoice in the Tag-O-Matic.

It is possible, without extra charge, for a cleaner to get exactly the coding he wants, including invoice-number coding. The tag stock used is the Tag-O-Lectric No. 1 Fiberroll, which comes in 10 lot-system colors.

Full information may be had by writing to Textile Marking Machine Co., Inc., 2204 Erie Blvd., E., Syracuse 1, N. Y.

### Unipress Collar Finishing



"Beauty-Best" contoured collars are produced on a new specially designed collar mold incorporated into the Unipress Models SFT and FM Automatic Folding Tables. Unipress states that this new finishing method provides a collar that lies in a semi-flat or lay-down position after being pressed and folded. The collars take up less space in storage and delivery, and will not wrinkle or curl up when in use, the maker claims.

The tables are available in a choice of seven colors.

For complete details write to The Unipress Company, 2800 Lyndale Ave., S., Minneapolis, Minn.

### Bishop Economy Bagger

Bishop David Freeman Co. has introduced the Economy Model of the Deluxe Bag-O-Teria. The new smaller two- or three-shelf models feature the same concave shelf and Rollo-Ball tip design but are simpler in structure. The purpose of the concave shelf is to eliminate

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

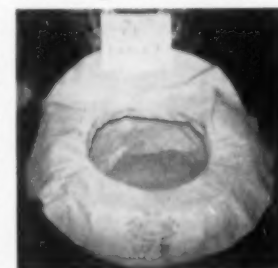


slipperiness and clinging caused by static electricity. Bags can be pulled off one at a time instead of in clumps, the maker states. The Rollo-Ball tip prevents bags from being snarled and punctured as they are drawn over the bagging rod.

Bishop has also announced the availability of the Rollo-Ball Bagging Rod Assembly, offered as a separate unit. This product consists of a telescoping bagging rod fitted with the Rollo-Ball tip and mounted on an independent base.

For complete information write to Bishop David Freeman Co., 1600 Foster Ave., Evanston, Ill.

### Muck Bag Recovers Solvent



With the development of the Muck Bag, R. D. Bussard and Son claims a new idea for reclaiming solvents and soaps from filter sludge. This method uses extraction as a means of recovery.

The reclaiming is accomplished by two different types of Muck Bags, designed for use in either standard extractors without center posts, or extractors with center posts and washer-extractors. One Muck Bag unit acts as a liner in the extractor without a center post. The other unit is a bag-type in which the sludge is placed in the center post of the extractor or placed in the pockets of a washer-extractor.

For complete information write to R. D. Bussard and Son, 505 E. Fifth Ave., Albany, Ore.

NATIONAL CLEANER & DYER



## PEOPLE AND PLACES

### NORTH CENTRAL



Construction is under way in Nashville, Ind., on a new building to house a drycleaning plant operated by Charles and Rosita Robertson.

A new drycleaning plant and shirt laundry has been opened in the Lincoln Knolls Plaza, Youngstown, Ohio. Owner Ernest Weiss has announced that William Schultz will operate the plant.

Frederic D. Amour has opened his second drycleaning establishment, at 52 E. Brink St., Crystal Lake, Ill.

New equipment has been installed at Famous Cleaners, East Detroit, Mich.

Davis Cleaners of Indianapolis, Ind., which has operated a branch at 702 Main St. in Beech Grove, has opened another plant at 610 Main St. J. Arthur Davis is general manager and president of the company.

Clarence William Schmieke has opened a drycleaning establishment at 4002 Boulevard Pl., Indianapolis, Ind.

Construction has started on a new building on Maplewood Dr., Rantoul, Ill., to house Andy's Drive-In Cleaners. Andy Fedcheck is the owner of the firm, which has another location on S. Century Blvd.

William E. Harris, Jr., has opened a drycleaning establishment at 54 N. Main St., Franklin, Ind.

New equipment has been installed at Pride Cleaners, Wyandotte, Mich.

D. O. Summers Dry Cleaning, Cleveland, Ohio, will occupy space in the Turneytown Shopping Center, slated for opening in the spring.

McCabe Cleaners, 157 E. Main, Dyersville, Iowa, has added a storage vault.

Best-All Dry Cleaners, 903 Frederick Ave., St. Joseph, Mo.,

will be housed in new quarters at 16th and Mitchell Ave. about the close of the year, according to William Haggard, proprietor.

A storage vault has been added at Uptown Cleaners, Utica, Mich.

Larry Sanders has announced plans to open a branch of Sanders' Cleaners and Laundry, Inc., on S. Madison Ave., Greenwood, Ind.

Hampton Delmar Cleaners will occupy space in the new Bel-Acres Shopping Center, 8900 Natural Bridge Blvd. and Springdale Ave., St. Louis, Mo.

A grand opening was scheduled recently at eight new Loyal Cleaners, Chicago, Ill. The stores are located at 1058 Argyle, 3320 Bryn Mawr, 3824 Broadway, 2309 Devon, 2827 Touhy, 7604 N. Paulina, 6626 Sheridan, and 1114 Bryn Mawr.

Warner Cleaners, 921 23rd St., Columbus, Ind., has added a storage vault.

Property at Hampton and Lindenwood, St. Louis, Mo., has been purchased by Edward and Ernest Tummima, owners of Best Way Cleaners, as part of an expansion program. The firm operates eleven stores and a plant on Marcus Ave.

A storage vault has been added at Superior Cleaners, 436 S. Schuyler Ave., Bradley, Ill.

An expansion program is under way at Haymaker's Cleaners and Dyers, 3009 18th Ave., Rock Island, Ill.

Madison (Ind.) Cleaners will be housed in a remodeled building on Main St.

A storage vault has been installed at Barron (Wis.) Cleaners, 419 E. LaSalle.

Mrs. Margaret Gibbs has assumed ownership of Wolfe Cleaners, 107 E. First St., Wellston, Ohio, formerly owned by Mr. and Mrs. Larry Wolfe.

Ross Cleaners, Columbus, Ohio, headed by Charles Ross, has

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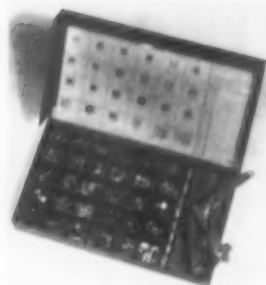


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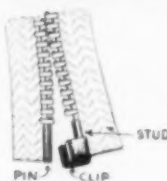
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purchased three Miracle Cleaners stores from William Grover, who has retired from the business. The stores are in the Northern Lights, Town & Country and Great Western shopping centers.

Albert and Herman Salzman have retired from Salzman's Sons, Belding's Dry Cleaners, Belding, Mich. They have turned the concern over to R. L. Barker and William R. Kalbfleisch.

Quality Cleaners has been opened at the Jim Dandy Market Shopping Center, Western Ave. and Lomita Blvd., Lomita, Calif., by Frank Ames.

Over 1,200 people registered at the formal opening held at City Cleaners, Milam St., Columbus, Tex.

Elvin Elliott, proprietor of Elliott's Cleaners, Las Animas, Colo., has purchased a dry-cleaning establishment in Littleton.

Valley Fair Dry Cleaners, San Jose, Calif., was scheduled to be opened recently. The establishment is a branch of Golden West Dry Cleaners.

Park Cleaners has leased space in the new shopping center at Florence and Orr and Day Rd., Santa Fe Springs, Calif.

Helen V. Thompson has announced plans to purchase Mercury Cleaners, 4520 Temple City Blvd., Rosemead, Calif., from Elsie Mae Worrell.

Anthony and Thomas Saras, former owners of Saras Cleaners in Duarte, Calif., are now operating Society Cleaners and Laundry, 1641 W. San Bernardino Rd., Covina.

New drycleaning equipment has been installed in Sesma Cleaners, 130 Elm St., Anaheim, Calif.

Sparkling Cleaners has been opened at 922 Nicolas Sq., Fullerton, Calif., by Joseph S. Gardner.

William Haywood has announced plans to purchase Pen-Lee Cleaners, 8304 W. Third St., Los Angeles, Calif., from Louis Levy.

Canoga Park (Calif.) Cleaners, 7223 Remmet Ave., is under the new management of Elyda Dunn.

Sudden Service, Inc., Fresno, Calif., has completed an expansion and remodeling program of its five stations. C. S. McBrien, Jr., is president and general manager of the firm, which has its main plant at 1414 Blackstone Ave.

Stan's Cleaners has been moved to new quarters in the Manchester Farms Shopping Center, Inglewood, Calif.

Velma and Lydia Evans have announced plans to purchase Pat's Cleaners, 23642 S. Main St., Wilmington, Calif., from Aurbria L. Moore.



**SOUTH WEST**

Fishburn Cleaning and Laundry Co., Dallas, Tex., observed its fiftieth anniversary recently, according to Denys R. Slater, president. Formal opening ceremonies were held at the firm's newest branch, 5563 Lovers Lane. An open house also was held at the two main plants on Ross.

Several new pieces of equipment have been installed in American Cleaners and Laundry, 140 Whitney Alley, Bishop, Calif. The firm is owned by John H. Myers, Jr.

Mr. and Mrs. Jesse Dominguez have opened Owl Cleaners, 297 E. Washington Ave., Sunnyvale, Calif.

Mrs. Bunny Dunham has opened Miller Avenue Cleaners, 312 Miller Ave., Mill Valley, Calif.

A storage vault has been added at B & B Cleaners, 311 Ninth St., Alamogordo, N. M.

Rhodes Cleaners has been moved to larger quarters in the shopping center on Laurel Canyon and Osborne, San Fernando, Calif.

Mr. and Mrs. Harold Hall are the new owners of New Methodist Cleaners and Laundry, 441 N. State St., Ukiah, Calif. The establishment was the former Clever Cleaners.



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Anna Rita Capps has announced plans to purchase Flairs Cleaners, 22849 Ventura Blvd., Woodland Hills, Calif., from Herbert and Alice Markham.

Owl Cleaners and Laundry, Inc., has opened its twelfth branch, in the new Shawstone Shopping Center, Blackstone and Shaw Aves., Fresno, Calif.

Plans have been completed for a drycleaning and laundry establishment at 2111 Verdugo Blvd., Glendale, Calif., for Richard Heyes.

Jack Daniels has announced plans to purchase the Hobby Horse drycleaning establishment at 12045 Ventura Pl., Los Angeles, Calif., from Hyman Gottlieb.

## NORTH EAST



A storage vault has been added at Prosperity Cleaners, 4145 Brownsville Rd., Pittsburgh, Pa.

Parker Dye Works, Fairmont, W. Va., has installed a storage vault.

Construction of a drycleaning plant at 1205 Central Ave., Albany, N. Y., is under way, according to a recent announcement.

University Cleaners & Laundry, 30 Moore St., Princeton, N. J., has announced plans to move its branch from Chambers St. to 78 Nassau St. The new outlet will be called the Uptown Branch.

A storage vault has been added at Classic Cleaners, 1008 Hope St., Springfield, Conn.

Joseph William Rich has opened a drycleaning establishment at 234-07 Merrick Blvd., Laurelton, N. Y.

Tappan Cleaners, 65 Main St., Irvington, N. Y., has been opened by Joseph Brachitta and Rudy Venturi.

Staten Island's eleventh Paul Miller store has been opened at 1465 Forest Ave., Port Richmond.

Wright's Dry Cleaners, Main St., W. Webster, N. Y., has announced its merger with Cape Cod Cleaners of Brighton.

Norman Keller and Theodore Rosenberg are operating a drycleaning establishment in the new shopping center at 13 Bassett Highway, Dover, N. J.

Morris Salter has opened a drycleaning establishment at 1194 Fulton St., New York, N. Y.

A storage vault has been added at Paul's Cleaners, Inc., 45 Center St., Rutland, Vt.

Several pieces of new drycleaning machinery have been installed in Lachiusa Cleaners, Westfield, N. Y.

A drycleaning operation has been established at 126 Wan- aque Ave., Pompton Lakes, N. J., by Jack Kaufman.

Nuvelle Cleaners and Tailors, 207 Clifton Ave., Lakewood,

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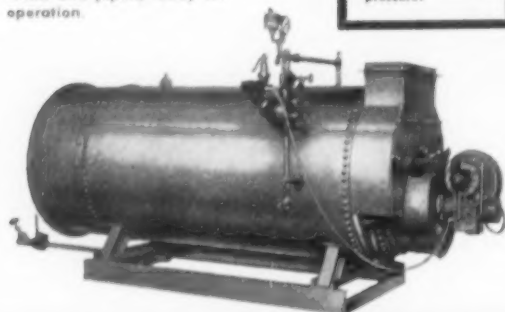


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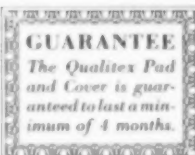
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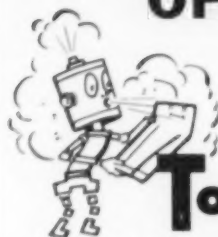


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Call P & H Industries, Inc., Dorchester House, Dallas, Texas,  
for your nearest TOPPER-Matic Distributor.

N. J., has been purchased by Joseph Lemberg. A modernization program is under way.

M. J. Paguaga is the proprietor of Colonial Cleaners, recently established on Route 32, Highland Mills, N. Y.

Keyport Cleaners has been moved to new and larger quarters at 131 Main St., Matawan, N. J.

A drycleaning plant has been opened by Frank Sena at 1380 Springfield Ave., Irvington, N. Y.

Fern Cleaners has opened its third establishment at 484 Main St., Woburn, Mass.

Surrey Dry Cleaners will be one of the tenants in the new Harrison (N. Y.) Shopping Center, Halstead and Oakland Aves., scheduled for opening by the end of the year.

Max Tovin has opened a drycleaning establishment at 1720-22 Second Ave., New York, N. Y.

Prompt Cleaners has leased space at 511 W. 125th St., New York, N. Y., for establishment of another unit.

William H. Rotkin and Dr. Nathaniel Frayne have opened a drycleaning establishment on E. Main St., Bound Brook, N. J.

Alfred and Bernard Shoemaker have opened a drycleaning plant at 3010 Union Ave., Meadowbrook, N. J.

An expansion and renovation program has been completed at Pircio's Cleaners, 22-24 Croton Ave., Ossining, N. Y.

Ribbon-cutting ceremonies highlighted the grand opening of Lorient Cleaners, 316 Lincoln Ave., Paterson, N. J., owned by Anthony Chekenian.

Jess Goldstein has opened a drycleaning establishment at 180-05 Linden Blvd., St. Albans, N. Y.

### SOUTH EAST



Lloyd Parris and John Whitmire have purchased Smith Cleaners on North St., Canton, Ga. The plant was operated by Tal Smith for many years until his recent death.

Carwile's Dry Cleaning Specialists has been established at 1725 Madison, Memphis, Tenn., by Mr. and Mrs. W. R. Carwile.

Howard's Cleaners has opened its seventeenth outlet, in the new Madeira Shopping Center, St. Petersburg, Fla. Owner of the business is Mrs. Grace Howard, who is assisted by her son, W. D., Jr.

A storage vault has been installed at Quality Cleaners, Elgin Blvd., Shalimar, Fla.

Model Dry Cleaners, Canton, Ga., has been bought by L. Green and Winifred Lewis.

A storage vault has been added at Dan Meigs Cleaners, 1101 Central Ave., Charlotte, N. C.

An open house was held at Williams Cleaners and Laundry, Monroe, N. C., according to Ben Williams.



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- "Vac-Lock"
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- Rigid Balance Frame
- Highly Polished Aluminum Head
- Heavy Duty Shock Absorber

**GOLDMAN PRESSING MACHINE CORP.**  
400 WEST BROADWAY NEW YORK 12, NEW YORK

Modern Cleaners, 312 S. Madison, Douglas, Ga., has announced addition of a storage vault.

A new drycleaning establishment was scheduled to be opened at 1105 W. Broad St., Falls Church, Va., by Joseph Fuschini of Progressive Cleaners in Arlington.

Bingo Cleaners is located in the recently opened Southern

Shopping Center, Tidewater Dr. and Little Creek Rd., Norfolk, Va.

Hamilton Cleaners and Laundry is now in operation in its new quarters on Mulberry St., Lebanon, Ky., owner Joe Hamilton has announced.

Gulf Coast Cleaners is now housed in new quarters at Oak St. and E. Howard Ave., Biloxi, Miss.



## NEW K-D PORTABLE BAGGER

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Rounded Yoke Won't Tear Plastic

Handy, fast-action portable bagger takes minimum space. Raises and locks at any height desired. Rod easily released by foot pedal and drops down to a silent cushioned stop. Light weight (15 lbs.) yet sturdily constructed and attractively finished. Will handle any sized bag—big hanger capacity. Smooth rounded hanger yoke handles polyethylene (plastic) bags without tearing.

Price: \$20.85

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Wall mounted, with three 26" arms, has capacity of 100 bags. Handy to use with portable bagger. Keeps bags out of way until needed. Arms fold flat against wall when not in use. Sturdy—long lived!

Price: \$24.00



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Hot Pins  
Marking Pins  
Safety Pins, bulk  
Straight Pins, bulk  
Pin Carriers

Pin & tag combinations  
Flag markers, colored  
Shirt sorting bins

Garment Identification tags  
Numbering outfits  
Brass tags & rings  
Garment baggers  
Rock Dividers



**THE KEYES-DAVIS COMPANY**

79—14th Street  
Battle Creek, Michigan

## NORTH WEST



Walter T. Kuzara has opened a drycleaning establishment at 3318 Northwest Blvd., Spokane, Wash.

Leo Smith, owner of Wakefield (Neb.) Cleaners, has leased the old post office building as new headquarters for the establishment.

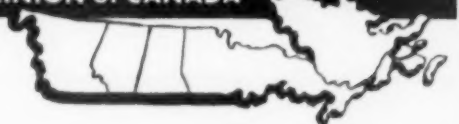
Dayton (Ore.) Cleaners has been purchased by Mr. and Mrs. Joe

Bowen from Mr. and Mrs. George Olsen.

Notice has been filed for the establishment of Judy's Cleaners, 9523 S. E. Stark St., Portland, Ore., by Vernon and Bernice Lewis.

Mt. Hood Dry Cleaners and Laundry, Oregon City, Ore., will be moved to new quarters in the former post office building.

## DOMINION of CANADA



A grand opening was held recently at Acadian Cleaners and Shirt Launderers, 299 Bloor St. W., Oshawa, Ont.

Peter Heinrichs is the new owner of Frank's Cleaners, Steinbach, Man.

Construction of a drycleaning plant is planned for Petch Drive-In Cleaners Ltd., at 5343

Dundas St. W., Toronto, Ont., according to a recent announcement.

A new boiler has been installed in Quality Cleaners, New Glasgow, N. S. Dong Wong is the proprietor.

A drycleaning plant is to be constructed on Eighth Ave., Montreal, Que., for J. H. Breton Reg., it was announced.

## DRYMASTER

## DRYING CABINET

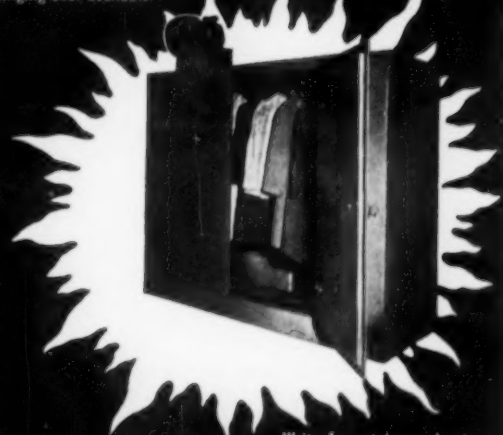
Features exclusive Heatmaster

heating unit with Hopkins

Turbo-duct up draft system. Triple "aircel"

Insulation. Sturdy hardware. Sliding or

swinging door available.



Write for catalog and prices.

*Hopkins*

**EQUIPMENT CO.**  
HATFIELD, PA.





**The Man Who Thinks He Can't Afford It  
is the one who needs it most!**

## EXCELSIOR'S One-Girl Silk Finishing Unit

*Ask your jobber, or write direct*

**EXCELSIOR MACHINERY COMPANY**  
1452 Randolph Street • Detroit 26, Michigan

## BOCK-O-MATIC 85

85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

**BOCK  
LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO



## 10, 15, 25, 50, 85 LB. EXTRACTORS

## YOU PROFIT FROM OUR EXPERIENCE!

Save time, money, trouble  
laundering shirts through H-K's  
technical help and 106 years'  
experience. Full line of laundry  
and dry-cleaning supplies. Nation-  
wide service. Send for free booklet,  
"Better Way Washing Talks."

**H. KOHNSTAMM & CO., INC.**  
83 93 Park Place, New York 7, N. Y.  
11-13 E. Illinois St., Chicago 11, Ill.

**41 YEARS with the  
DRYCLEANING INDUSTRY**

**INSURANCE AT COST!**

**NATIONAL INDEMNITY EXCHANGE  
NATIONAL FIRE INSURANCE EXCHANGE**

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

## MEETINGS SCHEDULED

November 1, 2 and 3—Oregon State Drycleaners Association, Annual Convention, Pendleton Hotel, Pendleton.

November 8, 9 and 10—Indiana Dry Cleaning & Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

November 9, 10 and 11—Cleansing Plantowners of Massachusetts, Annual Convention, Bradford Hotel, Boston.

November 29, 30 and December 1—Illinois State Drycleaners Association, Annual Convention, Morrison Hotel, Chicago.

December 6, 7 and 8—Michigan Institute of Drycleaning, Inc., Annual Convention, Fort Shelby Hotel, Detroit.

December 7 and 8—Mississippi Laundry and Cleaning Association, Annual Convention, Robert E. Lee Hotel, Jackson.

December 7 and 8—Wisconsin & Upper Michigan Drycleaning Institute, Annual Convention with Exhibit, Pfister Hotel, Milwaukee.

1958

January 11 and 12—Minnesota Institute of Laundering and Cleaning, Inc., Annual Convention, Hotel Lowry, St. Paul.

January 13, 14, 15 and 16—National Institute of Rug Cleaning, Annual Convention, Sheraton Hotel, Philadelphia, Pennsylvania.

January 15, 16, 17 and 18—National Institute of Drycleaning, Annual Convention, Hotel McAllister and Municipal Auditorium, Miami, Florida.

January 24, 25 and 26—Louisiana Laundry & Cleaners Association, Annual Convention, Bentley Hotel, Alexandria.

January 25—New Jersey Laundry & Cleaning Institute, Annual Convention, Essex House, Newark.

NATIONAL CLEANER & DYER

## MONEY BACK GUARANTEE!

# feel-tex

... is the easy way  
to finish Orlon-Dynel  
fur-like pile fabrics  
**IN YOUR OWN  
TUMBLER,**  
after dry cleaning.

\$23.00 BUYS ALL YOU NEED FOR 64 GARMENTS

SEE YOUR JOBBER OR WRITE DIRECT

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N. Y.

January 26 and 27—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Windsor Hotel, Montreal, Quebec.

January 31, February 1—Utah State Dry Cleaners Association, Annual Convention, Hotel Utah, Salt Lake City.

January 31, February 1 and 2—Texas Laundry and Dry Cleaning Association, Annual Convention, Hilton Hotel, San Antonio.

## OBITUARIES

Kathleen A. Averill, 87, president and general manager of Averill-Morgan, Inc., drycleaning firm of Los Angeles, California, died recently. Mrs. Averill is survived by three sisters.

Clyde J. Bonnell, 71, former operator of drycleaning establishments in North Kansas City and Avondale, Missouri, died recently. Mr. Bonnell owned Bonnell Cleaners in North Kansas City from 1937 until 1946, and owned Avondale Cleaners until his retirement five years ago. He is survived by his wife.

Henry Cottrell, operator of a drycleaning establishment in Pompano Beach, Florida, died recently in New York. Mr. Cottrell is survived by his wife, two sons and a daughter.

Earl Cross, 66, operator of Valet Cleaners, Wichita, Kansas, died recently. Mr. Cross was a Mason and a member of the Wichita Shrine and Consistory. Surviving are his wife and three daughters.

Arthur Ray Grimes, 65, operator of a drycleaning establishment in Crawfordsville, Indiana, died recently. He was a veteran of World War I, a member of Ben Hur Life Association Legion, Athens Saddle Club and a Mason. Surviving is his wife.

Terrell R. Lacy, 50, retired owner of Northside Cleaners, Richmond, Virginia, died recently. Mr. Lacy is survived by his wife and son.

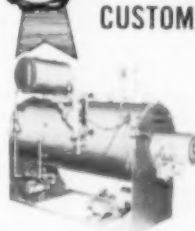
Dave Levine, operator of Dave Levine Cleaners, Portland, Oregon, died recently at his beach home in Manhattan. Mr. Levine was a former director of the National Institute of Drycleaning. He was a 32nd degree Mason, a member of Al Kader Shrine and of the Aero Club. Surviving is his wife.

## IT'S A FAR CRY FROM THIS...



## TO THE NEW, PRECISION-BUILT STEAMASTER CUSTOMLINE PACKAGED BOILER

This old boiler was ok for the small job it had to do. But, today's mass production, double-shift operations and 24 hour need for dependable, efficient performance is only possible in a precision-engineered, fully-automatic boiler such as **STEAMASTER CUSTOMLINE**!



## Steamaster CUSTOMLINE Packaged Scotch Boilers

Today's expert Steam Engineer wants to know all there is to know about the latest developments. We have it! Your name and address will bring complete information. No obligation. Write to:

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Los Angeles 11, California

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## GROSS STAR



## TRIPL-SAFE GRID PLATE / Masters ANY Fabric

The Grid Plate  
that CAN'T  
make a mistake

under 46"	\$29.75
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multiscreen	\$21.75

from your jobber

## GROSS STAR TRIPL-SAFE GRID PLATE

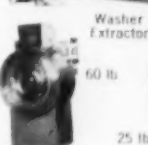
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MFD. BY  
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1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN  
STEAM FILTER

## MONEY MAKERS

by Bill Glover



Bill Glover 5204 E. 15th St.  
Kansas City, Mo.

Please send us information on:

Washers

- ☐ 25 pound  
☐ 40 pound  
☐ 60 pound

Washer  
Extractors

- ☐ 60 pound  
☐ 100 pound  
☐ 200 pound

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# NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

## CLEANING PLANTS FOR SALE

**CENTRAL FLORIDA**: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. **ADDRESS**: Box 7956, **NATIONAL CLEANER & DYER**. -4

For sale—modern laundry and cleaning plant So. West Iowa. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10-year lease. Must sell to settle estate. **ADDRESS**: Box 8134, **NATIONAL CLEANER & DYER**. -2

**EXCLUSIVE** drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP** prices (suits \$2.50 up, ladies' suits \$4.50 up, ladies' coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice \$10,000. Easy terms, retiring. **Exclusive Cleaners**, 606 South Main Street, Santa Ana, California. Phone Kimberly 3-7977. 8214-2

**FOR SALE**: cleaning plant, modern, with real estate. Cheap, well-established. Reason other interest. Colorado location. **ADDRESS**: Box 8217, **NATIONAL CLEANER & DYER**. -2

Cleaning plant for sale, business, building and home in eastern Massachusetts. City population 18,000. Volume \$34,000 annual retail. Priced right. Terms. **ADDRESS**: Box 8218, **NATIONAL CLEANER & DYER**. -2

**NORTHWESTERN ILLINOIS**—fully equipped 25 x 96 solvent plant, established 25 years. Gross \$48,000. New building, corner location, with ample parking. Price of \$45,000 includes real estate. **ADDRESS**: Box 8219, **NATIONAL CLEANER & DYER**. -2

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross \$15,000. Ideal for couple, health forces sale. **Quality Cleaners**, 117 E. Jefferson, Clinton, Mo. 8223-2

Cleanest, most modern drycleaning plant in central Illinois. Includes two pick-up stations. All cash-and-carry, \$17,500 last year. \$70 month rent for new building. Owner has other interest. Sacrifice for \$14,500 cash. **ADDRESS**: Box 8239, **NATIONAL CLEANER & DYER**. -2

Large, modern solvent-synthetic drive-in plant, northeastern Ohio industrial city. Building 12 years old, established 1920. \$100,000 plus business, large fur vault, shirt laundry. Main business street. \$125,000 complete, or sell business only. **ADDRESS**: Box 8245, **NATIONAL CLEANER & DYER**. -2

For sale, modern drycleaning plant and shirt laundry. One hundred miles from Los Angeles. City of 125,000. Fine corner location with plenty room for expansion. Present volume \$800 weekly cash-and-carry, can be doubled in short time. Owner wishes to retire. \$30,000 cash required. **ADDRESS**: Box 8260, **NATIONAL CLEANER & DYER**. -2

Owensboro, Ky., modern **CLEANING PLANT EQUIPPED** with both **PETROLEUM** and **SYNTHETIC** cleaning. **SHOE REPAIRING** and **SHIRT LAUNDRY**. Established 1939. Concrete brick-and-block building. Size 50 x 125 feet. Drive-in with canopy. Parking on both sides and rear of building. Prices \$1.25 to \$1.40. Owensboro is in Daviess County, western Kentucky, on the Ohio River, 35 miles from Evansville, Ind. This business **GROSSES APPROXIMATELY \$100,000** annually. Business, equipment and real estate can be purchased for \$100,000. Will accept quarter down. Balance on terms. Anyone that is interested and can make financial arrangements may come in this plant like an employee and work until he is satisfied. This is one of the soundest businesses of its kind. A good operator could pay for this business in 5 years. Will discuss reason for selling. **NATIONAL CLEANER, A. H. SLATON, OWNER**, 1606 TRIPLETT STREET, OWENSBORO, KENTUCKY. 8286-2

Modern solvent plant in fast-growing northern Colorado city. Complete drycleaning facilities with latest equipment and highly skilled help. Annual gross \$80,000. Real estate included. Modern drive-in plant with two branch offices and route service. Established 35 years under one owner who wishes to retire. Excellent climate and year-round volume. Price \$100,000. Will discuss terms. **ADDRESS**: Box 8262, **NATIONAL CLEANER & DYER**. -2

**FOR SALE**—Drive-in package One-Hour laundry and cleaning plant doing \$1,500 per week. Located in industrial city of Virginia. Very profitable operation, cost \$75,000 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed. **FOR SALE**—One-Hour package cleaning plant doing \$800 per week. Main Street location with parking area. Completely remodeled in 1956 at cost of \$18,000. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia. **FOR SALE**—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed. **THESE THREE** plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Virginia. Phone 2-2156. 8164-2

For sale—Cleaning plant in **SOUTHERN MICHIGAN COLLEGE TOWN**, synthetic plant, sale by owner. **ADDRESS**: Box 8297, **NATIONAL CLEANER & DYER**. -2

For sale—Cleaning plant in southern West Virginia town, 1956 gross sales \$18,000. Established 14 years. Priced to go at \$13,500 including '56 Dodge truck. Rent reasonable. Will finance to right party. Reason for selling other business interest. Write Box 488, Kermit, W. Va. 8298-2

Southern Indiana cleaning plant. A-1 equipment, doing \$35,000 yearly, priced at \$35,000. Long-term lease on building, with option of buying. Living quarters optional. **Osgood Cleaners**, Osgood, Indiana. 8299-2

**WISCONSIN**—Leading drycleaning establishment in Wisconsin's most progressive city. New equipment, drive-in, large parking area. Long-term lease available on new centrally located building. Price \$25,000. **ADDRESS**: Box 8300, **NATIONAL CLEANER & DYER**. 8300-2

**PHILADELPHIA SUBURBAN PLANT**—Shopping Center. \$1,200 weekly. Established two years. Finance with \$10,000 cash. **AXLER COMPANY**, 1321 ARCH STREET, PHILADELPHIA, PA. 8301-2

California central valley, combination 4% solvent drycleaning, laundry and linen supply. Volume \$80,000 annually, increase 10% yearly. Two parcel deliveries and equipment excellent condition. Ample floor space, long building lease or sale. Owner retiring. **ADDRESS**: Box 8302, **NATIONAL CLEANER & DYER**. -2

**WELL EQUIPPED STODDARD CLEANING PLANT**, 30 MILES WEST OF ALLENTOWN, PA. LARGE DRIVE-IN. BUSY INDUSTRIAL HIGHWAY. PLANT CAPACITY \$3,000 A WEEK. \$22,000 DOWN. BALANCE EASY TERMS. RETIRING. **ADDRESS**: Box 8305, **NATIONAL CLEANER & DYER**. -2

**LAUNDRY** and **DRYCLEANING PLANT**—**SOUTHERN MICHIGAN**—\$48,000 **LAUNDRY LAST YEAR**, **CLEANING PLANT** opened in 1957. 90% equipment less than five years old. With or without real estate. **ADDRESS**: Box 8306, **NATIONAL CLEANER & DYER**. -2

## CLEANING PLANTS FOR SALE (Cont'd)

Mercury drycleaning plant, established 10 years. In one of the best small towns in the state. Lake resort and industrial area. Top prices cash-and-carry. Drive-in parking. Includes real estate. Address: Linden Cleaners, 274 W. Broad St., Linden, Mich. 8307-2

**FOR SALE:** Drycleaning plant in northern Saskatchewan, Canada. Complete up-to-date drycleaning equipment plus a shirt unit and large storage vault. Two-story brick and plaster building with five-room apartment upstairs. Also six-room living quarters on lot which is 66 by 180. Drycleaning volume approximately \$100,000 and can handle considerably more. Owner wishes to retire. **ADDRESS:** Box 8315, **NATIONAL CLEANER & DYER.** -9

**EAST-CENTRAL WISCONSIN.** Sale or lease. Seven years old, complete synthetic drycleaning plant with **A-1 EQUIPMENT AND ATTRACTIVE BUILDING.** Yearly gross \$36,500. **FOR SALE WITH OR WITHOUT REAL ESTATE OR LEASE.** **ADDRESS:** Box 8316, **NATIONAL CLEANER & DYER.** -2

**FOR QUICK SALE—MODERN CLEANING PLANT, LAUNDRY, BUILDING.** COMPLETE PRICE \$18,000. TERMS AVAILABLE. ONLY PLANT IN TOWN. Chance of a lifetime. Box 566, Big Sandy, Montana. 8317-2

**OPPORTUNITY:** Modern, up-to-date drycleaning and laundry business in Allentown, Pa., established 40 years ago. Doing only quality work, getting highest prices. A volume of \$125,000 a year, with storage vault on the premises. Partners have reached the decision to sell and retire. **ADDRESS:** Box 8322, **NATIONAL CLEANER & DYER.** -2

**LOS ANGELES, BEVERLY HILLS AREA.** Complete 140F solvent plant. Established location 28 years. Just off Wilshire Boulevard. \$30,000 will handle. Good lease. Ample parking. **ADDRESS:** Box 8321, **NATIONAL CLEANER & DYER.** -2

For Sale: Small modern synthetic plant. Located fast-growing California city. Industry, agriculture and oil. Ideal climate year round. Ideal for couple. **ADDRESS:** Box 8323, **NATIONAL CLEANER & DYER.** -2

**SMALL SYNTHETIC PLANT, EAST COAST FLORIDA.** \$15,000 TERMS. **ADDRESS:** Box 8326, **NATIONAL CLEANER & DYER.** -2

Solvent plant, excellent location, main thoroughfare, equipment in tiptop condition. Annual volume \$35,000 plus, exceptionally long lease, central Florida, city of 50,000, fast-growing, world's finest climate. Must be sold immediately, due to health, at an absolute sacrifice price. **ADDRESS:** Box 8327, **NATIONAL CLEANER & DYER.** -2

**THREE LOCATIONS:** Two synthetic cleaning plants and one launderette. Cleaning plants have new machinery. One cleaning plant and launderette had \$35,000 volume last year. One plant is only six months old, doing \$350 per week. Each location near a Fort Lewis main gate near Tacoma, Washington. Address: Tom Dayton, 6620 Alferetta St., Tacoma 99, Wash. 8331-2

**PLANT FOR SALE.** In Akron, Ohio. This plant is established 30 years. Owner wishes to retire. Requires small amount of money. Will give 10-year lease. Has a drive-in and good equipment. Two trucks 1957 and 1955 Chevrolet. Has wonderful future for the right man. If interested, would advise you to come to Akron and see it for yourself. **DAY CLEANERS,** 467 W. Cedar St., Akron 7, Ohio. 8332-2

For sale: Small cleaning plant in city of 7,000. Ideal for husband and wife. Williams, 818 Grant Street, Fort Morgan, Colorado. 8333-2

For sale: Cleaning plant in thriving Oregon town. Air base under construction, other major industries soon due, \$30,000 gross at \$1.75 prices, good lease, well worth \$16,500. \$5,000 down with easy payment. Mr. E. L. Blevins, 129 S. Seventh St., Klamath Falls, Ore. 8243-2

**Opportunity:** Complete drycleaning plant Mercury solvent unit. Excellent equipment. Good volume and prices. Located in center of Kansas oil fields. Priced to sell. Reason for selling other business interests. It will pay to see this. Shown by appointment only. **ADDRESS:** Box 8339, **NATIONAL CLEANER & DYER.** -2

Indiana: Modern quality solvent plant plus shirt laundry. Established 22 years. Owner retiring, priced right. **ADDRESS:** Box 8340, **NATIONAL CLEANER & DYER.** -2

## FOR LEASE

**FOR LEASE APPROXIMATELY 1,300 square feet.** 65 King Street, Northampton, Massachusetts. Especially suited cleaning operation, situated between leading supermarket and popular ice cream luncheonette. **AMPLE PARKING.** Phone **HARTFORD, ADAMS 6-3366.** K. & G. Corporation. 8280-20

## BUSINESS OPPORTUNITIES

**DRYCLEANING-LAUNDRY—S. E. Va.,** established 1948. Net \$15,136. First class equipment and five trucks. Large government client. City one-half million. Excellent potential pick-up station. Ask \$85,000. Write B-9517. **LAUNDRY-DRYCLEANING—S. Central Ga.** Established 1945. Downtown main-street location. Progressive city 19,000. Excellent equipment. Good opportunity man-wife. Ask \$16,500. Write B-9571. **HAT CLEAN-DRYCLEAN-VALET SERVICE—W. N. C.** Luxury resort city 95,000. Town square location. High income clientele. Established 1920. Ask \$18,200. Write 39578. **CLEANING PLANT . . . S. Texas.** Price \$9,000 including equipment, fixtures and office furniture. Gross sales \$12,000 year. Established 1947. Free and clear. Ref. B-9595. **CLEANING-DYEING—S. E. N. J.** Three locations complete independent plants, farm out laundry, rugs. Net \$8,000 after \$5,000 draw. Great opportunity chain wholesale-retail. Value real estate included \$35,000. \$15,000 down. Write B-42767. **LAUNDRY—Central Rhode Island** established 1906. Net 1956 \$13,000. Location recreation and industrial area. Real estate and building included in sale. Ask \$60,000. Equipment in good condition. Estimated at \$17,000. Write B-42799. **DRY CLEANERS—S. E., N. H.** Established 1947. Two locations (plant and retail store). Ask \$18,000. "Chain" expansion possibilities. Located in rural area and state's largest city. Wonderful vacation land. Write B-42830. **WASHER-DYER-IRONER SALES & SERVICE—S. W. Ohio.** Commercial domestic. Net \$10,000. Six valuable franchises. Sales volume maintained no promotion. Potential unlimited. Ask \$15,000. Write B-62383. **BUSINESS MART OF AMERICA,** 5723 Melrose Ave., Los Angeles 38, Calif. 8336-11

## SALESMEN-DISTRIBUTORS WANTED

Salemen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 7430-14

**DISTRIBUTORS-INDEPENDENT SALESMEN** sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

No soap but plenty of fast-selling chemical specialties. Young growing company wants two experienced salesmen to travel established Midwest and Eastern territories. Draw, commission, travel and car allowance. Give full details. Replies held confidential. **ADDRESS:** Box 8270, **NATIONAL CLEANER & DYER.** -14

Difficult stains? Put **LED** in your plants! 8272-14

## SITUATIONS WANTED

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purpose. **ADDRESS:** Box 8060, **NATIONAL CLEANER & DYER.** -3

Experienced silk wool spotter, quality work. Sober, reliable, married man, desires steady position. Northeastern states. **ADDRESS:** Box 8303, **NATIONAL CLEANER & DYER.** 8303-5

Man with 25 years experience in the drycleaning industry, wishes a traveling position with supplier or machinery equipment company. Character reference sent on request. **ADDRESS:** Box 8304, **NATIONAL CLEANER & DYER.** -5

**PRESSER—EXPERT WOOL FINISHER WANTS STEADY EMPLOYMENT IN FIRST-CLASS QUALITY PLANT ONLY. NONE OTHER NEED ANSWER.** **ADDRESS:** Box 8313, **NATIONAL CLEANER & DYER.** -5

Expert silk spotter. 25 years experience in all phases of the industry. Can give you high quality work and production. Age 46, 25 years experience. Desires steady position. Good references. **ADDRESS:** Box 8328, **NATIONAL CLEANER & DYER.** -5

**GENERAL MANAGER, N.I.D. graduate,** 32 years old, married, 4 children, 12 years experience. Excellent references furnished. You name location. **ADDRESS:** Box 8334, **NATIONAL CLEANER & DYER.** -5

Production and quality laundry and drycleaning superintendent. Train operators in all departments. Hold overhead expenses down. 10 years with government, 13 years in civilian plants. Best references, sober, married. Position must be steady. **ADDRESS:** Box 8341, **NATIONAL CLEANER & DYER.** -5

Young man, N.I.D. graduate, both courses. Looking for executive-type trainee position with large drycleaning or drycleaning-laundry operation. Particularly interested in growth and long-term proposition. Prefer New York City vicinity. **ADDRESS:** Box 8283, **NATIONAL CLEANER & DYER.** -5



## HELP WANTED

**Expert spotter-cleaner.** Capable young man to train as manager. New synthetic plant in Chicago. Give job history and experience. Address: Box 8194, NATIONAL CLEANER & DYER. -7

**Managers:** Here is a job that's a challenge. Our present managers are earning annually from \$6,000 to \$10,000 plus. If you are a quality operator, can train and handle help, can clean and spot, and are willing to relocate to where we have openings in Ohio, namely, Sandusky, Newark, Warren and Youngstown. All plants are new and air-conditioned. Contact Mr. Weiss, LaFrance Dry Cleaners, Inc., 64 S. Fruit St., Youngstown, Ohio. 8247-7

**LED won't pull color.** 8275-7

**SALES MANAGER**—large family and commercial cleaning and laundry plant located in Houston, Texas, has position for man with good sales ability and proven record. Must be able to organize, train and run aggressive sales organization. Excellent salary and bonus arrangements. ADDRESS: Box 8295, NATIONAL CLEANER & DYER. -7

**Mustard spots? Quick, Claude, the LED!** 8277-7

**Sales manager** for family laundry operating approximately 25 routes. The plant is a very modern one, offering drycleaning, laundry and specialties. Produces the best quality in the territory. Located in Metropolitan New York City area. Starting salary \$8,000-\$12,000 depending upon qualifications. Very bright future for right person. ADDRESS: Box 8267, NATIONAL CLEANER & DYER. -7

**PLANT MANAGER**—Excellent opening in a new medium-sized synthetic plant located in southwestern Michigan. Very desirable living conditions in medium-sized city. Old-established firm needs a man who can assume the responsibility of plant production. Institute graduate preferred. Permanent position with good opportunities. Write stating age, present employment, personal and business references. ADDRESS: Box 8092, NATIONAL CLEANER & DYER. -7

**SALESMAN BE WISE! LIVE IN COLORADO!** We are a new, aggressive company with Philco-Bendix franchise and other top laundry and drycleaning lines. Colorado, Wyoming, west Nebraska and Oklahoma. Will need one or more top salesmen to develop maximum volume in all fields including coin stores. Good draw and high commission. Executive future possible. Must have successful background. Send complete resume of experience. State age. Enclose recent snapshot. WRITE—MARCHEK EQUIPMENT COMPANY, 595 SAULSBURY ST., DENVER 15, COLO. 8319-7

**WE WANT A GOOD ALL-AROUND MAN FOR PACKAGE PLANT. TAKE COMPLETE CHARGE. STATE QUALIFICATIONS.** QUEEN CLEANERS, 400 WATERTOWN ST., NEWTON, MASS. 8324-7

**PLANT SUPERINTENDENT**, wanted to run a wholesale plant, taking full charge. Must know the business, equipment, and how to handle help. Top wages and steady. Plant located in Albany, N. Y. ADDRESS: Box 8329, NATIONAL CLEANER & DYER. -7

**WORKING MANAGER, MUST BE QUALITY SILK SPOTTER, AND KNOW ALL PHASES OF OPERATING UP-TO-DATE RETAIL SOLVENT DRY-CLEANING PLANT. EXCELLENT OPPORTUNITY FOR RIGHT PERSON. GIVE DETAILS REGARDING YOURSELF AND QUALIFICATION IN FIRST LETTER.** ADDRESS: Box 8335, NATIONAL CLEANER & DYER. -7

**WORKING MANAGER** established quality plant, experienced all phases, including machinery maintenance. Excellent opportunity for more than just a position for right man. ADDRESS: Box 8337, NATIONAL CLEANER & DYER. -7

**CHEMIST: OHIO CHEMICAL COMPANY WANTS CHEMIST VERSED IN FORMULATING DRYCLEANING CHEMICAL SPECIALTIES. FULL-TIME OR CONSULTANT BASIS.** ADDRESS: Box 8338, NATIONAL CLEANER & DYER. -7

## MANUFACTURERS' REPRESENTATIVES

**Manufacturers representative**—West Coast. Seven products chemical specialty line. Eight Western jobbers at present. Can you make it eighth? ADDRESS: Box 8271, NATIONAL CLEANER & DYER. -19

**Well known supplier**, active in the cleaning and dyeing field for over thirty years, is planning extensive European trip; will undertake commissions or make contacts for manufacturer of equipment or supplies. ADDRESS: Box 8281, NATIONAL CLEANER & DYER. -19

**Long established converter and printer** of polyethylene, cellophane and combination bags, doing considerable volume to laundries and laundry supply jobbers, seeks sales representatives. Excellent opportunity to handle popular repeat business items. Please write background and other lines carried to Box 8228, NATIONAL CLEANER & DYER. -19

## CONSULTANTS

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-25

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

**48-HOUR ANALYSIS SERVICE.** Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 4 Commercial Street, Malden 48, Mass. 7577-85

## TRAINING SCHOOLS AND INSTRUCTIONS

**Learn reweaving quickly** by the well-known copyrighted "Weave-Bac" method. Completely illustrated instruction manual and guaranteed reweaving needle . . . all for only \$5. Remit with order. No C.O.D. Kaycrest Products, 1426 W. Third St., Cleveland 13, Ohio. 8287-15

**LEARN INVISIBLE REWEAVING**—complete instructions and supplies \$10. **NOTHING MORE TO BUY.** If you can't reweave in 30 days, \$10 worth FREE. Jacks Service, P.O. Box 345-N, Freeport, Illinois. 8133-15

**LEARN TAILORING, REPAIRING, DESIGNING and CUTTING** on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

**HUBBARD DRYCLEANING AND REDYEING SCHOOL**, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1938.** 5902-15

**LEARN TAILORING, REPAIRING** in one of America's finest tailoring schools. 100-hour course \$75. Empire Institute of Tailoring, 422-A East Fifth St., Hazleton, Pa. 7129-15

## MISCELLANEOUS

**FANTASTIC:** So much advertising for so little money. . . One gross fine quality combs, pocket and purse, gold-imprinted to your specifications (up to 26 letters) for only \$5. Use as gifts to customers or as door openers on solicitations. Orders filled same day received. Send cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8220-8

**SAVE TIME, MONEY AND CUSTOMERS:** The E Z Darko drapery pricer is the quickest, easiest, and most accurate drapery pricer ever devised. It instantly gives you the exact price to the penny on any drapes 2' x 4' up to 10'6" x 9'9" in 3-inch intervals, at rates ranging from 3¢ to 5¢ per square foot in 1/4¢ graduations. Regularly priced at only \$5, special introductory offer, two for \$5. Order filled same day received. Just send \$5 cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8221-8

**BEST SIGN VALUE FOR CLEANERS.** Four colorful 21 x 28 paper posters and ten assorted pennants and streamers all for \$5. Shipped prepaid if check accompanies order. Geo. Aurex Co., 1605 Tower Grove Avenue, St. Louis 10, Mo. 8227-8

## MERCHANDISE FOR SALE

**MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, \$15.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED.** L. S. SUPPLY COMPANY, 144 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

## NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 10th of the month preceding that in which the advertisement is to appear.



## REWEAVING

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully reweven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

**HEDDA MOHL, REWEAVER**, formerly **VIENNA, PARIS**. Original French weaving, reweaving, stohing, invisible mending. Holes, burns and tears expertly reweven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

**ADAMS WEAVING COMPANY** the best known name in Reweaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1010 Republic Building, Chicago, Illinois. 5470-29

**REWEAVING, ONE-DAY SERVICE:** Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Webash Ave., Chicago 2, Ill. 5516-29

**REWEAVING BY THE SUPERIOR FRENCH PROCESS, MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TO DAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29**

**FOR GUARANTEED REWEAVING SERVICE** ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

The old reliable "**BERGER DAMAGE REWEAVING**" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "**BERGER DAMAGE REWEAVING COMPANY**," 745 Madison Ave., New York 21, N. Y. 5966-29

**REWEAVING. Complete SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE, 413 Race St., Cincinnati 2, Ohio. 6066-29**

**MONEY BACK GUARANTEED REWEAVING.** Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS, 413 Race St., Cincinnati 2, Ohio. 7369-29**

**REWEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. THRIFTY WEAVERS, 1412 Adams St., Toledo 2, Ohio. 7446-29**

**FRENCH REWEAVING BY EUROPEAN ARTISTS. GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 300 SATISFIED CUSTOMERS. SEND GARMENTS TO: MATTE WEAVING CO., 153-27 HILLSIDE AVE., JAMAICA 32, N. Y. 7854-29**

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**DIRECT MAIL ADVERTISING** for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Raba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

**P. S. YOU CAN CLEAN FURS WITH FUR-HEEL CHEMICALS** 7989-10

Double-breasted suit coats made single, \$9.95 wholesale. Tailoring, any kind. By mail: Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

## SEWING ROOM SUPPLIES

**BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 84 SUEDE LEATHER ELBOW PATCHES, \$4.00.** Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

Knit cuffs, bottoms and collars, excellent quality, all colors. Cuffs \$2.95 per dozen pairs, bottoms \$6.50, collars \$3.25. Terrific prices on all sewing room supplies. Write for new catalog: B & G. Lieberman Co., Inc., P. O. Box 227, Jackson Heights, 72, New York. 8279-42

## SUEDE, LEATHER AND FUR SERVICES

**SUEDES AND LEATHERS** cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13**

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$3.00, Coat, \$6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **D.VOTEX** process. You will become a regular customer. **C.O.D. CLEAN-ING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 6055-13**

**SUEDE AND LEATHER**—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE, 946 Shady St., Youngstown, Ohio. 7947-13**

Suede and Leather Specialists. "**Lano-Lustre**" process. Member **S.L.R.A.** Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13**

**NEW ENGLAND QUALITY** suede, leather and glove refinishing service now available to you. 10-day service. Member **S.L.R.A. TOWNE & COUNTRY CRAFTSMEN, 48 Chandler St., Worcester, Mass. 8236-13**

**FUR PROBLEMS**—We replace burnt fur, repair or remodel into any style fur coat or cape at low wholesale costs. Send us your next problem. Fast service. **FUR ACRES, 326 North Eutaw Street, Baltimore 1, Maryland. 8120-13**

## WHOLESALE DYEING FOR THE TRADE

**SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY.** We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Our 43 years' experience, your assurance of quality on wholesale dye work. "**We Know How.**" **WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12**

**LOEBL DYEING IS THE FINEST QUALITY PRODUCED.** All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. LoebL's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. 7003-18**

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia. 7638-12**

## MACHINERY WANTED

**WANTED: USED HOFFMAN UTILITY PRESSES**, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carretera a Saltillo No. 1, Monterrey, N. L., Mexico. 8282-3

**WANTED: MARTIN USED CLEANING MACHINES** 302 and 502. Please write ONE-HOUR VALET, 1844 W. FLAGLER ST., MIAMI, FLA. 8318-3

## MACHINERY FOR SALE

**LED pipe cinch on all stains!** 8273-4

**Automatic Packaged Steam Boilers**—Write manufacturer for quotation. W & D Boiler & Welding Co., Inc., 2525 Canton Street, Dallas, Texas. 8106-4

Model F-1 Adjusta Forms, certified rebuilt with factory parts . . . only \$169. Satisfaction guaranteed. Write, wire or call collect, Saxe-Freeman Co., Omaha, Neb., Jackson 2133. 8244-4

American and Hoffman 140F drycleaning units, complete in every respect. New machine condition, at considerable saving over new equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8254-4

Hoffman model XC05, XC056, and XW12 presses, Cissell puffers, Cissell cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8235-4

Plenty of mileage with **LED!** 8274-4

**MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6—NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8256-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17", MONEX 15" and 17", BOCK 28" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8257-4

**MOYT MODEL C 40 lb. SOLVO-MISER**, used 6 months. Guaranteed like new, cost \$1,295. Make reasonable offer. **AAA CARPET CLEANERS**, Pittsburgh 32, Pa. 8288-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37 37 Ninth St., Long Island City 1, N. Y., Stillwell 6-6666. 8291-4

No rings, no re runs with **LED!** 8276-4

For sale—One automatic Lustron polyethylene drycleaning garment bag-making machine, two months old. Also 35 rolls polyethylene. Machine cost \$750. Any reasonable offer accepted. Write Blue Point Laundry, Blue Point, N. Y. 8308-4

**42 x 84" AMERICAN MASTER CASCADE** double and driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

Two-roll, 180" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

40" American extractor, explosion proof motor, A-1 condition, in operation \$1,200. Two Hushach 36 x 30 laundry tumblers, \$100 each. Soft Water Laundry & Cleaners, Bloomington, Illinois. 8311-4

Prosperity model 7A synthetic drycleaning unit excellent condition. Used very little. Full automatic operation. Complete with sub-filter for back-washing of main filter and solvent recovery from sludge. Glick's Laundry Co., 5180 Dalmar, St. Louis, Mo., FOrast 7-6600. 8312-4

**WAREHOUSE CLEARANCE OF USED EQUIPMENT:** Cleaning units, stills utility presses, mushroom presses, reclaimers, solvent savers, storage tanks, spotting tables, puffers, toppers, leggers, washers, extractors, shirt units, etc. Hoffman, Pantex, Ajax, American, Forse, Butler, Excelsior, etc. Good condition. As is. Real down-to-earth bargains. \$50 up. Let us have your want lists and offers. **RUCCO MACHINERY COMPANY**, 620-622 Brookline Blvd., office 946 Brookline Blvd., Pittsburgh 26, Pa. 8325-4

## POWER PLANT EQUIPMENT FOR SALE

50 horsepower Amesteam generator package unit, gas and oil combination, and Hoffman 10-press air vacuum, both A-1 condition, purchased new in 1949. Reason for selling, too small. Harry Footer Cleaners, Cumberland, Md. 8314-36

Will sell very reasonably—Forse utility press, Ostrand washer, tumbler, extractor, dry room, Bowser filter, and whirling Susie. Inquire Milton Knack, Loyal, Wisconsin. 8330-36

## STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

### SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF THE National Cleaner & Dyer, published monthly at Lancaster, Pa., for October 1, 1957.

State of New York }  
County of New York }

I, The names and addresses of the publisher, executive manager, editor and managing editor are:

Publisher, The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N. Y.  
Executive Manager, Edward B. Winterton, 305 East 45th St., New York 17, N. Y.  
Editor, Arthur F. Schuelke, 305 East 45th St., New York 17, N. Y.  
Managing Editor, Miss Galina Terr, 305 East 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)

The Reuben H. Donnelley Corp., 305 East 45th St., New York 17, N. Y.  
Northern Trust Company, Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.  
The Northern Trust Co., David L. Harrington and Charles C. Haffner, Jr., as Trustees under agreement dated January 24, 1946, with Thorne Donnelley, Chicago, Illinois.  
First National Bank, Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.  
Elliott Donnelley, Lake Forest, Illinois.  
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.  
Gaylord Donnelley, Libertyville, Illinois.  
Curtis E. Frank, Chicago, Illinois.  
Harold P. Harper, Greenwich, Conn.  
David L. Harrington, Flossmoor, Illinois.  
Albert M. Andersen, Flossmoor, Illinois.  
Donald R. Arnold, Chicago, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly, and triweekly newspapers only.)

E. R. WINTERSTEEN,  
(Signature of Executive Manager)

Signed to and subscribed before me this 26th day of September, 1957.

WALTER H. FREDRICKS

Notary Public, State of New York

No. 41-6391975

Qualified in Queens County

(My commission expires March 20, 1958)

Term expires March 20, 1958.

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New Zealand compares with ours

How a cleaner converted from  
wholesale to retail with the aid  
of a profitable sideline

Athletic uniform cleaning brings  
prestige to a Midwest plantowner

Shirts mean added profits for a  
thriving West Coast operation

Watch for these and other  
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## OUR READERS SAY

### Wants Call-Office Plans

To the Editor:

I am a subscriber to your magazine, and I am going to build a new building. Thought you may have some plans or know where I could get some plans.

I have a corner lot and will put in a drive-in with a call window. I have a three-press shop and use petroleum.

Mainly I am interested in the front and call office.

WEHRMAN CLEANERS  
El Campo, Texas

*We have a booklet that completely covers plant construction and remodeling, available at \$1 a copy.—Editor*

### Library in Lima

To the Editor:

The enclosed photos are those of our technical library. First, I'll give you a short run down of what we have: NATIONAL CLEANER & DYER Guidebooks from 1947 to 1957, all the NID Bulletin plus all the textbooks put out by NID, practically all copies of your magazine for the last five years, also *American Drycleaner*. Some textbooks, dictionaries and folders from some of the manufacturers.



It is very interesting to receive your journal and look through it every month. It might be just a coincidence that an article that appears hits right at a problem that we have under consideration at the moment. However, usually it is not the case. So, when a problem comes up, we have the girl look up all articles on the subject by means of that white guide just above her arm. This is a list of yearly indexes. She gets out the articles that pertain to the problem, and after a run through of the articles, we have a much better idea of how to solve it.

To complete our files, we find that we are missing the months of January

and June of 1957. Would you please ask your order department to send these to me?

ELLIS STONE  
American Drycleaners, S. A.  
Lima, Peru

### What Is a Salesman?

To the Editor:

Since there have been so many articles in trade magazines about salesmen and what they should be able to do and cannot do, I thought this would be appropriate to add a little different slant on salesmen. One of our drivers picked it up and I am sending it on to you.

MARVIN S. AARONS  
Marvins Limited  
Saskatoon, Sask., Canada

### Definition of a Supersalesman

Must be a man of vision and ambition, an after-dinner speaker, night owl, work all day and drive all night and appear fresh next day, learn to sleep on the floor and eat two meals a day to economize on traveling expenses. Must be able to entertain customers' wives, sweethearts and pet stenographers without becoming too amorous. Inhale dust, drive through 10 feet of snow at 10 below and work all summer without perspiring or acquiring B. O.

Must be a man's man, a lady's man, a model husband, a fatherly father, a good provider, a plutocrat, Liberal, Conservative, Social Creditor, CCF'r, New Dealer, Old Dealer and a fast dealer; a technician, a politician and mathematician. Must be a good credit manager, a correspondent, attend all dealer's meetings, tournaments, funerals; visit customers in hospitals, jails; contact all accounts every six weeks; in spare time look for new business, do missionary work and attend all conferences.

Must have a car, attractive home and belong to all clubs; must be an expert driver, talker, liar, dancer, traveler, bridge player, poker hound, golf player, diplomat, financier, capitalist, philanthropist and an authority on palmistry, brunettes, blondes and redheads.

### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor  
National Cleaner & Dyer  
305 East 45th Street  
New York 17, N. Y.

### Gold on Them Thar Racks

To the Editor:

When you pass a drycleaning plant or store do you ever stop and try to estimate the number of finished garments hanging on the racks in plain view and what they are worth at an average of about \$35 per garment?

If you insured those garments and carried around with you the thought that they might burn or be hauled away by burglars you would take a particular interest in them.

Many times in visiting cleaning plants I have been amazed at the large number of finished orders hanging on the racks, some of them for weeks, and the lack of effort on the part of the cleaner to deliver them. This applies particularly to cash-and-carry establishments.

A delivery plan used in other lines of service business which should be equally effective in the cleaning industry is to mail a card to the customer as soon as possible after the order is ready, telling him his order is finished and waiting for him to call. This card could state that garments are insured for 30 or 60 days at the most. A follow-up card can be sent a week or 10 days later if the first card does not get results. If the customer has a phone, a call when his order is ready and a follow-up call at intervals will in many cases get him to pick up his garments.

In either case, if the card or phone call is properly worded in most cases the customer will feel that his cleaner appreciates his patronage and has a particular interest in seeing that he gets his garments without delay. Of course a little extra effort will be required. It will be necessary to fill out the correct name, address and phone number on the ticket when the order comes in—just Smith or Jones and a scratch for the address will not do—and mailing of the cards or the phone calls will take some time.

However, in most plants there will be someone who can devote an hour or so each week to this work. The results in keeping the racks cleared and bringing in the cash should fully justify the extra effort and the customer will appreciate this personal service.

A dollar in the bank is worth two on the racks.

J. R. O'HANLON, Manager  
National Indemnity Exchange  
National Fire Insurance Exchange  
St. Louis, Mo.

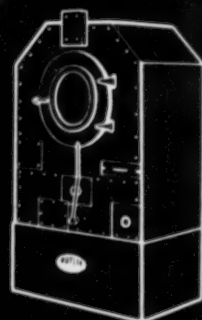


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## NEW Butler 150 Synthetic unit

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**Divided-pocket cylinder**—Provides greatest penetration of perc, maximum solvent flow through garments.

**Smooth as silk extraction**—Internal bracing, proper speed and structural refinements eliminate vibration.

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**Operations manual**—New, expertly written, crystal-clear, easy-to-follow instructions for complete operation and maintenance.

If you want to do the very best cleaning . . . in the easiest possible way . . . with the least amount of maintenance, contact your Butler representative. Ask him about the new Butler 150—and the balanced dry cleaning system.

Remember—everybody is interested in your business . . .

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